JULY 16, 1951

BROADCASTING TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5201 WOODWARD AVE
DETROIT 2 MICH

PUBLIC LIBRARY
JUL 17 1951
DETROIT

WOR-tv 9

channel 9 new york

sold $3,000 worth of watches
for one client
as the result of one
WOR-tv announcement.

We can do the same—or more—for you
at an extremely low cost.

our address is WOR-tv, channel 9
at 1440 Broadway, in New York

20TH year

RADIO'S EVER MAGIC TOUCH

here's the plan that sells the midwest market!

WLS FEATURE FOODS

a radio program *and* merchandising service

featuring

MARTHA CRANE and HELEN JOYCE

Radio's Ever Magic Touch reaches into the kitchens of thousands of Midwest homes . . . and onto the shelves of thriving Midwest grocery outlets . . . thru the services of WLS FEATURE FOODS. For more than 16 successful years, FEATURE FOODS, a daily half-hour participating homemaker program, has helped leading manufacturers of kitchen used products to increase sales in this great market . . . in which over 10% of the nation's food sales are made. The program combines the talents of Martha and Helen (the Midwest's most popular homemaker team) with an extensive merchandising service that keeps manufacturers constantly advised of what is happening in retail outlets . . . to theirs and competitive products.

RECENT RESPONSE

- ***Martha and Helen mentioned once that listeners could receive a copy of a free booklet on gift wrapping techniques by dropping them a card. From this one mention came 3,171 individual requests!***
- ***During a discussion on making candy at home, Martha and Helen offered listeners a booklet containing recipes for making homemade candy. 1,554 requests for the booklet resulted.***

Through its highly personalized merchandising service, FEATURE FOODS offers *continuous day-after-day contact with points of sale* to:

- Improve distribution
- Stimulate promotion by dealers
- Get greatest possible visibility of products
- Know how many stores are out-of-stock and do something about it

Further, advertisers receive regular reports showing exactly what happens from month to month at the retail level.

your John Blair Man has the details

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

"I spoke up at town meeting

"This picture shows how I *didn't* look when I got home. Actually, *nobody* laid a finger on me.

"But I *did* speak up at Town Meeting that night . . . something I didn't like about the way town funds were being spent. I'm not much of a guy for making speeches, understand . . . I just work in a steel mill. And both we and Republic have a big stake in this town.

"*But nobody beat me up!* Now, you might say, what's so unusual about me *not* getting beat up for speaking out against the local government?

"That's just my point...it *isn't* unusual! Not in this country. Here we *all* have free speech. It's part of our Constitution, even if we hardly think about it twice. But just think of folks in other countries who'd give their right eye to be American citizens and talk out at town meetings. And *not* get slugged.

"Ever stop to think that while all these people are trying to get *into* America, nobody here is trying to get *out?* That's because we like it here. No, not just because we've got autos and phones and bathtubs and all that. The real reason is . . . *we've got Freedom!* Seven days a week! We're free to follow our own religions . . . free to choose our own jobs in any industry we like . . . or go into business for ourselves, if we prefer. We can vote as we please . . . or *not* vote if we want. Though I personally think anyone who doesn't is a 14-carat dope.

"And here, like I said, you can talk up at Town Meeting. No black eye. No bloody nose. Though, if you don't know what you're talking about, you'll be in for a lot of kidding later.

"Now *this* is no Town Meeting, of course . . . it's an ad. But, in this ad, I *am* speaking up . . . for Freedom. Corny? Maybe . . . but I happen to believe in it. And 10 to 1 you do, too!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose many mighty industries have set history's highest standard of living for her people. *And it is through these ever-growing industries that Republic serves America.* FOR EXAMPLE: our great Automotive Industry which depends so heavily on *steel* . . . carbon, alloy and stainless . . . the kind of fine steel produced by Republic to help make America the No. 1 nation on wheels.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING

...at deadline

Closed Circuit

NEGOTIATIONS nearing completion whereby Secretary of Commerce Charles Sawyer and family will purchase WCOL-AM-FM Columbus, Ohio, from Lloyd Pixley for $100,000 plus 10-year lease on studio facilities in Pixley Bldg. at $20,000 per year. Contract may be finalized this week. Mr. Pixley acquired WLOK Lima, Ohio, last March, retains 51% of WLOK after re-selling 49% to local citizens. Sawyer interests control WING Dayton and WIZE Springfield, Ohio.

DESPITE silence on status of sale of WOW-AM-TV Omaha, report persists transaction will be closed shortly—prior to departure of Navy Secretary Matthews, WOW president, for his new post as ambassador to Ireland. Besides Edward Lamb, owner of WTVN (TV) Columbus, WICU (TV) Erie and WTOD Toledo, who reportedly has purchase agreement (Secretary Matthews denies he had option), it's now indicated that several others are interested, including Meredith Publishing Co., which owns WHEN (TV) Syracuse and *Lincoln* (Neb.) *Journal*, which owns KFAB Omaha.

DON'T HOLD your breath waiting for that report on FCC's horserace questionnaires. Still "nearly completed," it languishes on desks reshuffled in recent reorganization, pending disposition of "more pressing business." Report said to show some 50 outlets have had format comparable to that which flipped WTUX Wilmington, Del., into Commission frying pan.

SPECULATION on department head appointments running in all directions at CBS Friday following announcement of split-up in radio and TV operations (story, page 23). Department heads for unintegrated divisions due to be announced this week, when they've finished picking top assistants. Names frequently mentioned: Louis Hausman, now v.p. for sales promotion and advertising, to head radio sales promotion, public relations, publicity, research. His counterpart in TV, Oscar Katz or John P. Cowden. V. P. Kelly Smith to head owned and operated radio stations with Radio Sales-represented stations; Merle Jones, from KNX-KTSL Los Angeles to TV job in New York opposite Mr. Smith; John Karol, to head radio sales department; Dave Sutton, TV sales. George Crandel, to head press for radio; Michael Foster, to head press for TV.

TOP-LEVEL local and national promotion post at BAB due to be filled shortly. Top candidates: Kevin Sweeney, general sales manager of KFI-AM-TV Los Angeles, where BAB President William B. Ryan formerly was general manager. Mr. Sweeney's also former general manager of Housewives Protective League and West Coast promotion manager of ABC.

UPTON CLOSE, controversial commentator, again circularizing radio executives and others for contributions to Broadcasts Inc. in interest of "publishing" his record of "treachery in our government." Contributions, he reports, are only one-third those received in 1950. Con-

(Continued on page 86)

Upcoming

July 18: FCC Chairman Wayne Coy testifies before Senate Interstate Commerce Committee, Room G-16, Capitol, 10 a.m.
July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland.
July 26: BMI Clinic, San Francisco.
July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.
July 30: FCC City-by-City TV Allocations Proceeding begins, Washington.
July 31: BMI Clinic, Los Angeles.

(More Upcomings on page 38)

Bulletins

MONTICELLO DRUG CO. ("666" cold remedy), Jacksonville, Fla., through Charles W. Hoyt Co., New York, planning radio spot campaign to start Oct. 1 in 25 to 50 southern markets.

DONALDSON, NOURSE JOIN RTMA OFFICE

FORMATION of two committees and three personnel changes were announced Friday by Glen McDaniel, president, Radio-Television Mfrs. Assn.

Committees, which will assist Mr. McDaniel in providing additional services for association members, are Small Business Survey Committee and Legal Committee which will supersede Legislative Committee.

Personnel changes involved two additions, one promotion. Ray S. Donaldson, administrative assistant to Sen. Homer E. Capehart (R-Ind.), will join RTMA staff as attorney Sept. 1. Tyler Nourse, former copy editor of BROADCASTING ● TELECASTING, last week became assistant to Peter H. Cousins, information director. Ralph M. Haarlander, for four years staff assistant to RTMA Transmitter Div., has been given additional duties and title of Assistant Secretary.

Business Briefly

MARATHON AGENCY ● Marathon Co Menasha, Wis. (Waxtex, protective food pa age), names Needham, Louis & Brorby, C cago, to handle advertising. Paul Harper account executive.

TO SIGN HEATTER ● American Sch (correspondence courses) and Beltone he ing aid ready to sign for alternate Mon night sponsorship of Gabriel Heatter's ne on MBS. Beltone now has Wednesday wants new audience. Agencies, Ruthrauff Ryan, Chicago, for Beltone and Olian A Chicago, for American School.

FCC REVISES RULE ON OPERATOR REQUIREMENT

IN REVISION of AM-FM operator lice requirements, FCC Friday finalized propo to allow stations to use non-first class ope tors for 120 days (instead of 30 days as o inally proposed) where first class man is available.

To be eligible for relaxed requirements, s tion must show that "qualified radiotelepho first-class operators are unavailable, have clined employment, or have been rejected the station." Applications for such tempor permission should be made to engineer charge of FCC district field office in stati area.

NARTB, IBEW and others had favo change in decision. FCC described action "codification of the procedure to be follo by broadcast station licensees when operat cannot be obtained and relief is reque under existing Section 0.151 of the rules."

While a six-month period had been propo FCC accepted NARTB's 120-day suggest "since it would relieve administrative probl for the Commission's field offices and simil reduce the burden to station licensees w at the same time the procedure would a quately perpetuate surveillance by the C mission to prevent reduction of operat standards."

FCC Acts to Speed New TV Allocation

STRIKING AT HEART of TV allocation deadlock (early story page 53), FCC late Friday:

1. Reaffirmed opinion it has legal right to prescribe fixed allocation table through rule-making procedure and to reserve channels for noncommercial educational use.

2. Proposed shortcuts to speed completion of allocation proceeding—in essence adopting suggestion of NARTB-TV—by substituting "paper" presentation for oral testimony at forthcoming final hearing on city-by-city allocation proposals.

3. Set July 20 (Friday) for formal prehearing conference to discuss proposed shortcut procedure and invited written support or opposition to such proposal which can be filed on or before date of conference.

4. Continued oral city-by-city hearing, heretofore set July 23, scheduling July 30 as new date should paper procedure not be adopted.

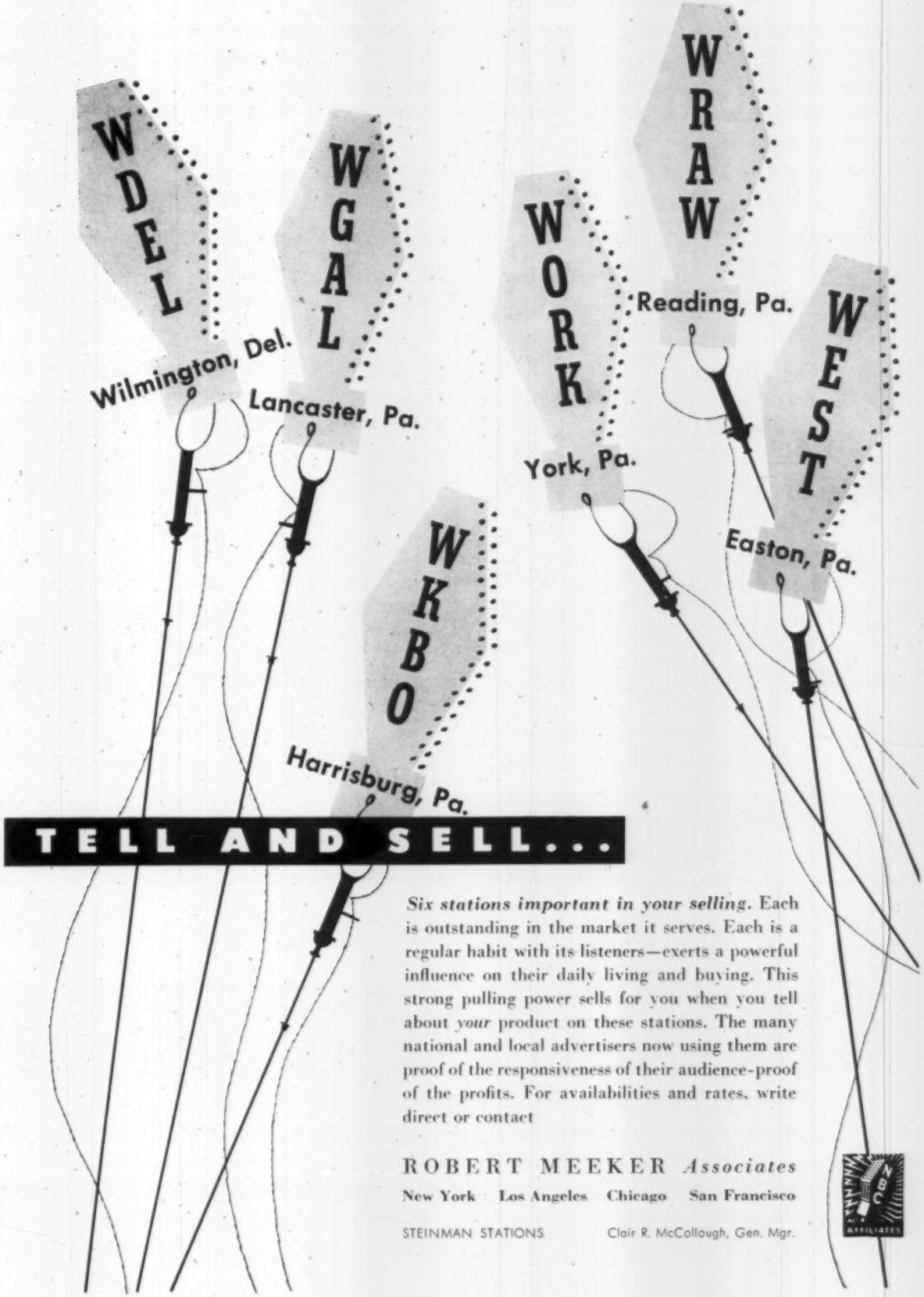
FCC earlier in week ordered 470-500 mc be retained as part of UHF television ban to provide five more channels—rather t diverted to broad band common carrier ser as requested by Bell Telephone Labs.

Although supporting FCC's "general r making authority," Comr. Robert F. Jones dissent to legality opinion stated:

"It is clear to me that an inflexible g graphical assignment plan [fixed city-by- table and rigid procedure for changes] d not meet the criteria of the Commission serted as a basis for it, and therefore i illegal."

FCC notice observed NARTB-TV peti suggested submission of written views data in lieu of July 23 oral hearing, 30 days allowed for initial filing and ano 30 days for reply. Order also observed n ber of supporting petitions were filed, s commenting, as much as year's time c

(Continued on page 86)



Six stations important in your selling. Each is outstanding in the market it serves. Each is a regular habit with its listeners—exerts a powerful influence on their daily living and buying. This strong pulling power sells for you when you tell about *your* product on these stations. The many national and local advertisers now using them are proof of the responsiveness of their audience-proof of the profits. For availabilities and rates, write direct or contact

ROBERT MEEKER *Associates*

New York Los Angeles Chicago San Francisco

STEINMAN STATIONS Clair R. McCollough, Gen. Mgr.

An Amazing Vote of Confidence in WOW!

● **Here's the Story**

WOW's "Fourth Annual Farm Study Tour" was announced on June 1 on the "Farm Service Reporter" Program, (6:30 to 7 a.m. weekdays).*

Farm Director Mal Hansen simply said that the tour would be to the East Coast; would last 15 days, and would cost about $500.00 per person.

On that information ALONE, *within one week* 125 farmers responded—WITH CASH! 206 others in the same period wrote for information and application blanks.

Reservations made in one week represent a $72,500 vote of confidence in WOW's service to farmers.

So large and instant a response PROVES that the great WOW-LAND farm market is solidly behind WOW—and WOW's farm listeners are today the WORLD'S FINEST CUSTOMERS for any goods or services.

For availabilities call the nearest John Blair Office.

*CO-SPONSORED BY:
Garst & Thomas, Coon Rapids, Iowa, Pioneer Hybrid Corn; Handled by the Compton Agency; and the Walnut Grove Products Company of Atlantic, Iowa; Allen & Reynolds Agency.

WOW's "Farm Service Reporter" observed its 5th Birthday June 19th on the air.

Radio Station WOW
590 KC
NBC
5000 WATTS
OMAHA, NEBRASKA

FRANK P. FOGARTY, General Manager ★ JOHN BLAIR & COMPANY, Representatives

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING

CBS Realigns Management 23
Changes Seen at FCC 23
Six Major Advertisers Change Agencies 25
P&G Increases Time Buys—PIB 25
Auto Dealers Sell By Radio From Boston to Spokane 26
Coy Summoned for FCC Review 27
Liberty Network Expanding 27
FCC Gets ABC-UPT Merger Application 28
Senate Studies Signal Control 29
Reserve Board Hit 29
WOR Study Shows Radio Top Seller 30
Set Maintenance Assured by NPA Action 42

TELECASTING Starts on Page 51

DEPARTMENTS

Agency Beat 12
Aircasters 70
Allied Arts 75
Editorial 46
FCC Actions 76
FCC Roundup 84
Feature of Week 16
Front Office 67
New Business 10
On All Accounts 12
Open Mike 18
Our Respects To 46
Programs, Promotions, Premiums 73
Radiorama 82
Strictly Business 16
Upcoming 38

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Tyler Nourse, *Copy Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commisison, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

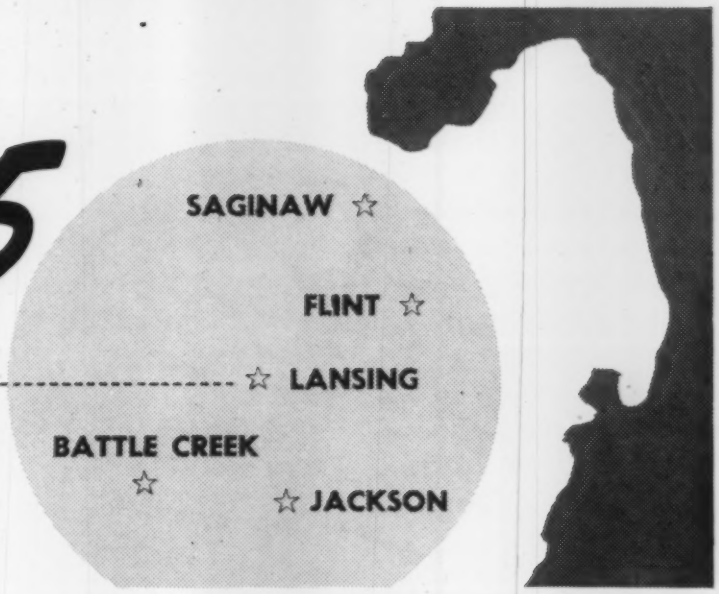
* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

1 GETS YOU 5

....five major markets in Michigan



WJIM-TV

LANSING.....CHANNEL 6

Five rich markets in Michigan receive primary television service from WJIM-TV. *Lansing-Flint-Saginaw-Jackson* are *EXCLUSIVE* WJIM-TV markets with *Battle Creek* also receiving primary service.

You get 100% of the audience when you buy WJIM-TV. It is a market of *one million people* with retail sales of more than *one billion dollars.*

only WJIM-TV reaches this vast audience with the best in television. WJIM is the primary outlet for the four major networks.

For full details on WJIM-TV WJIM and WGFG, Kalamazoo, consult

H-R REPRESENTATIVES, INC.

Need Some "Second Sight"

IN THE EAST . .

If you are trying to get a better insight into conditions in any of the markets listed at the right, F&P has some very rare but simple magic for you . . . the magic of complete *and completely honest* information. Win, lose or draw, we know that no other kind of service can really serve your own best interests — or ours.

In this cynical day of the "seller's market", that sort of policy may sound too good to be true. But it's the way we *always* work, here in this pioneer organization of radio and television station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK / CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

MIDWEST . . . OR FAR WEST?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

XUM

new business

Spot . . .

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee) has purchased series of 26 quarter-hour *Little Theatre* TV film programs for once weekly showing on TV stations in seven mid-west markets starting about Sept. 15. Markets include Chicago, Grand Rapids, Kalamazoo, Lansing, Milwaukee, Indianapolis and Davenport. Programs made up of two-five minute dramatic shorts produced by The Tee Vee Co., L. A. Each quarter-hour segment priced from $60 to $600, according to number of sets in market. Film company expects to have programs on 22 markets throughout country by fall date. Agency for McLaughlin, Earle Ludgin & Co., Chicago.

ESSERMAN MOTOR SALES (Dodge dealer), Chicago, starts extensive TV spot campaign using 85 spots in Chicago market weekly. Agency: Phil Gordon Inc., same city.

UNION OIL CO. initiates first television program series with sponsorship of half-hour weekly Ben Alexander *Watch & Win* program on two West Coast stations, KPIX (TV) San Francisco, starting Aug. 1; KTSL (TV) Los Angeles, Aug. 2. Both contracts, 13 weeks. Agency: Foote, Cone & Belding, L. A.

Network . . .

GRUEN WATCH Co., Cincinnati, to sponsor *Gruen Guild Theatre*, new series of dramatic films, over ABC-TV Thurs., 9:30-10 p.m., beginning Sept. 27. Program replaces *Blind Date*, scheduled at same time. Agency: McCann-Erickson, N. Y.

YOUNG PEOPLE'S CHURCH OF THE AIR, Phila., renewing *Youth on the March*, Sun., 10:30-11 p.m. over ABC, effective Aug. 26. Agency: J. M. Camp & Co., Fort Wayne, Ind.

CAMPANA SALES Co., Batavia, Ill., for Italian Balm, will spons first quarter-hour of *Ruth Lyon's 50 Club* on NBC-TV starting Oct. for 52 weeks through H. W. Kastor & Sons, Chicago. Show is aired fi times weekly from 11 to 11:30 a.m. from WLWT (TV) Cincinnati.

QUAKER OATS, Chicago, renews daily quarter-hour and weekly hal hour of *Gabby Hayes Show* on NBC-TV through Sherman-Marquet Chicago. Strips will be seen Mon. and Fri., 4:15-4:30 p.m. CDT fro Aug. 27 for 15 weeks, with the half-hour telecast Sun. from 4-4:30 p. starting Sept. 30 for 52 weeks.

WANDER CO., Chicago, for Ovaltine, renews the 4:45-5 p.m. CD segment of *Howdy Doody* on NBC-TV starting Aug. 29, through Gra Adv., same city. **KELLOGG Co.**, Battle Creek, through Leo Burnet Chicago, has renewed same portion on Tues. and Thurs. starting Sep 5, for 26 weeks.

Agency Appointments . . .

FLORIDA CITRUS EXCHANGE, Tampa, names Ruthruaff & Ryan N. Y., to handle advertising and promotion of its major brand Seal sweet (brand name on fresh fruit, full strength juice and frozen co centrate).

RADION Corp., for its television antennas, names Calkins & Holde Carlock, McClinton & Smith, Chicago, to handle its advertising. T spots will be used in a test market before complete video plans are mad **M. J. Pulver** is account executive.

BEN-GEE PRODUCTS Co., Oak Lawn, Ill., for the new bean sprou balm, names Schoenfeld, Huber & Green, Chicago, to handle its adverti ing. Radio and TV will be used.

Adpeople . . .

NORMAN GLADNEY, Franklin & Gladney Adv., N. Y., named direct of television merchandising of Bulova Watch Co. He will supervi newly formed TV-Merchandising Division, formed to help Bulova deale use TV advertising more effectively.

E. M. TARPLIN appointed advertising and sales promotion manag Schenley Laboratories Inc. He will maintain offices at company's pr duction headquarters in Lawrenceburg, Ind.

EVEN "ODDS AND ENDS" ADD UP TO $117 MILLION IN CENTRAL OHIO

GENERAL MERCHANDISE SALES HIT $117,269,000* ANNUALLY

Miscellaneous sales add up to big business in Central Ohio. And powerful WBNS, Central Ohio's only CBS outlet, gets through to the 24 Central Ohio Counties with all 20 top-rated programs, day and night! (Winter-Spring Hooperatings). And you get more listeners per dollar than from any other local station.
For time availabilities and rates, write us or contact your John Blair Representative.

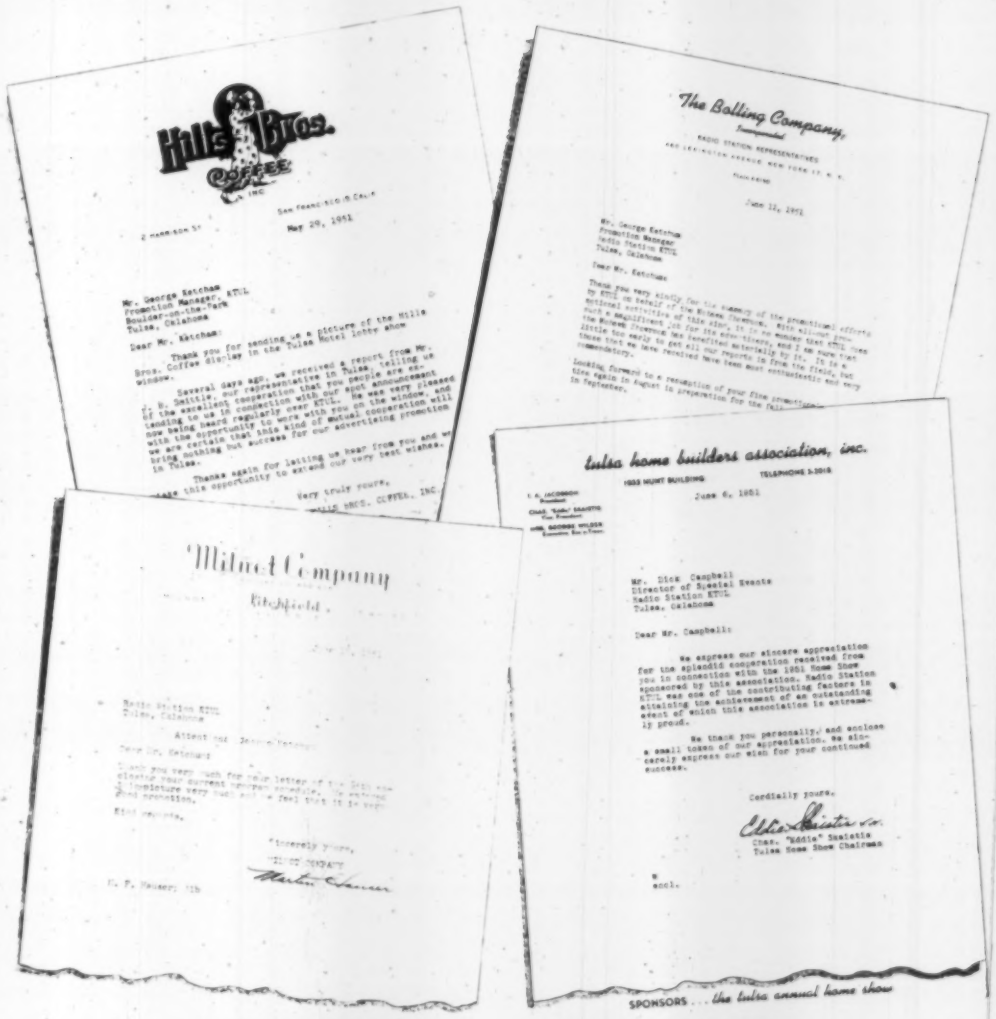
CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

* Source, SM Survey of Buying Power 1951

Thanks for the Kudos...


Hills Bros. Coffee Inc.
The Bolling Company
tulsa home builders association, inc.
1503 HUNT BUILDING
TELEPHONE 3-2019
June 6, 1951
Mr. Dick Campbell
Director of Special Events
Radio Station KTUL
Tulsa, Oklahoma
Dear Mr. Campbell:
We express our sincere appreciation for the splendid cooperation received from you in connection with the 1951 Home Show sponsored by this association. Radio Station KTUL was one of the contributing factors in attaining the achievement of an outstanding event of which this association is extremely proud.
We thank you personally, and enclose a small token of our appreciation. We sincerely express our wish for your continued success.
Cordially yours,
Chas. "Eddie" Saviello
Tulsa Home Show Chairman
encl.
Milnot Company

SPONSORS . . . *the tulsa annual home show*

WE LOVE TO EARN THEM!

IT'S THE "EXTRA PROMOTIONAL PUNCH" THAT WINS FRIENDS and INFLUENCES CUSTOMERS for ADVERTISERS

on KTUL and KFPW—*The FRIENDLY CBS* STATIONS in TULSA and FORT SMITH!

The AUDIENCE ACTION TEAM

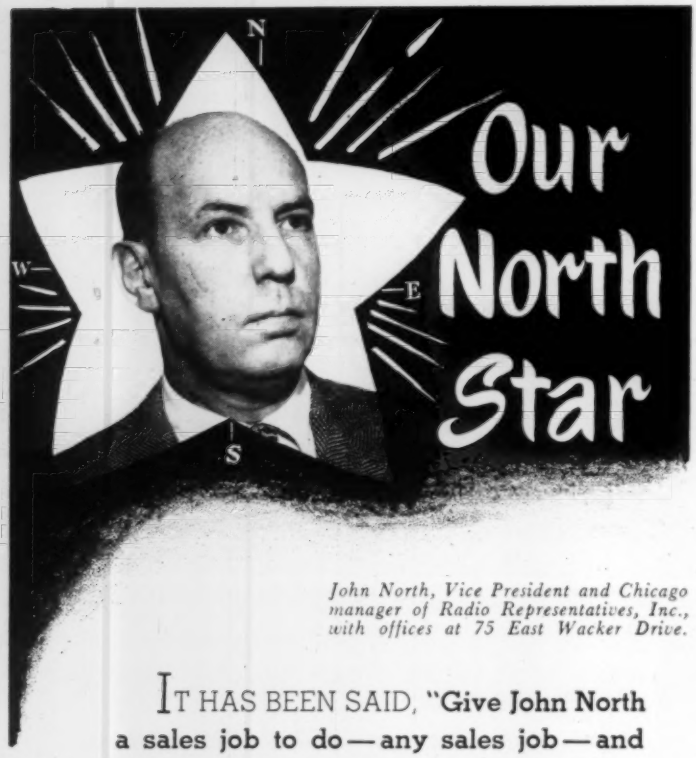
KTUL-KFPW

• Tulsa ★ • Fort Smith

JOHN ESAU—*Vice President, General Manager*

AVERY-KNODEL, Inc., *Nat'l Representative*

AFFILIATED WITH KOMA, OKLAHOMA CITY



John North, Vice President and Chicago manager of Radio Representatives, Inc., with offices at 75 East Wacker Drive.

IT HAS BEEN SAID, **"Give John North a sales job to do—any sales job—and he'll chalk up a record performance."** We agree that his sales are an accurate instrument which points to the true, magnetic North.

Winner of the **"Distinguished Salesman Award"** of the St. Louis Chamber of Commerce in 1940, this fast-moving individual has since charted a brilliant course into big time radio sales. In teamwork with Peggy Stone of New York, Mr. North has played an important part in the success of

RADIO REPRESENTATIVES, INC.

Among the Accounts Placed on WMPS by Radio Representatives, Inc., Are:

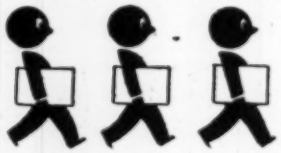
The Mennen Company	**Griffin Mfg. Co.**
Bristol-Myers Co.	**Walgreen Drug Co.**
J. A. Folger & Co.	**Carter Products**
Peter Paul, Inc.	**International Salt**

Pardon us for pointing . . . but the compass says, "North!"

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY



agency

STANLEY A. LOMAS, head of television commercial production department William Esty Co., N. Y., named vice president. He has been with agency since 1948.

Mr. Lomas

JOHN TOIGO, D'Arcy Adv. Co., N. Y., to Blow Co., same city, as vice president in charge of special plans. **ED SHERRY,** D'Arcy Adv. Co., N. Y., to Blow Co., N. Y., as member of creative staff.

MARFREE ADV. Corp., N. Y., last week announced the addition of three new members to its radio and TV staff. **CAROLE GOTTLIEB,** TV production assistant, Kenyon & Eckhardt, N. Y., appointed assistant television and radio director; **HELEN LIVINGTON,** radio production assistant, Affiliated Program Service, N. Y., and **JOAN GAMBLE,** daughter of **FREDERIC R. GAMBLE,** president of AAAA, named TV and radio production assistants.

WILLIAM H. GAGE and **WAYNE E. WHITE,** account executives Campbell-Ewald, Detroit, appointed vice presidents.

DAVID COOK, HAL MARKS, and **JANE WORTHINGTON,** BBDO, S. F., to Dancer-Fitzgerald-McDougall Inc., S. F., as general manager, art director, and copy department, respectively.

SHEP CHARTOC to Marfree agency, Chicago, as manager, succeeding Vice President **AL EICOFF,** who has resigned to become advertising manager of D-Con Co. (exterminators), same city.

on all accounts

RICHARD HANES HURLEY, timebuyer at Compton Adv., New York, is not a temperate man when it comes to radio. He is not one of those persons who can take it or leave it alone. The man is a confirmed addict.

Born in Middletown, N. Y., Feb. 13, 1925, Mr. Hurley came by his addiction innocently enough at Bucknell U., where he indulged himself to the extent of helping build station WVBU there. He liked what he tested, and when he moved to the U. of Michigan he was a ripe leaf for the gang there who picked him to serve as announcer at WKAR.

Hopelessly gone by then, he spent his summers in a riot of duties at his hometown station, WALL Middletown, cavorting in every capacity from news writer to announcer of horse races.

By graduation time he couldn't get enough of the stuff. After a swig of service as news editor at WHBF Benton Harbor, Mich., he drank in the entire eastern seaboard, writing and selling shows for a radio package firm.

In January 1949 he graduated to a stronger brew, the general managership of WVAM Altoona, Pa., and in June of that same year his immersion was complete as he joined an advertising agency, Compton in New York as an estimator. Within two years he had moved up from that level to successive advancements as assistant timebuyer, timebuyer and his present eminence as assistant head of the entire timebuying department.

Mr. HURLEY

Among the accounts he supervises are Crisco, Ivory Soap, Ivory Flakes, Duz, Drene, Personal Products, New York Life Insurance, Allis Chalmers, Standard Brands, Chase and Sanborn coffee and Tender-Leaf tea.

Mr. Hurley and his wife, the former Joanne Perry, live in an apartment in Bergenfield, N. J. They have been married since 1948.

Reading, traveling and collecting colonial antiques are his hobbies.

beat

JERE BAYARD, account manager Walter McCreery Inc., Beverly Hills, Calif., named to newly created post of chairman of plans board.

HERBERT THWAITE, account executive Cunningham & Walsh Inc., N. Y., elected vice president. He had been with firm for seven years serving on Sunshine Biscuits Inc. account.

Mr. Thwaite

DOROTHY KAHN, publicity staff Cancer Crusade, to David Zibman Adv. Agency, Phila.

JERRIE C. ROSENBERG, account executive Lavenson Bureau of Adv., Phila., elected president Philadelphia Club of Advertising Women.

WILLIAM M. MOORE Jr., copy staff, Young & Rubicam, Chicago, to Gourfain-Cobb, same city, as copy chief. He will also work in dealer development.

WILLIAM L. LAVICKA to Needham, Louis & Brorby, Chicago, as account executive on Quaker Oats' Ken-L Products Division, from account work and sales analysis at Ruthrauff & Ryan, same city.

ROBERT E. MANGAN, BBDO, S. F., elected vice president.

ALBERTO and KATHERINE PAVIA, Pavia Agency, S. F., leave for two-month tour of Italy and other European countries. ERIC COSTER will manage office in their absence.

EUGENE M. SCHWARTZ, radio and TV director Ray Hirsch Co., N. Y., to Huber Hoge & Sons, N. Y., as copy chief.

WILLIAM R. DAHLMAN, vice president and account executive on American Home Products at W. Earl Bothwell Inc., N. Y., to Compton Adv. as member of Procter & Gamble account group.

HENRY C. FLEISHER, publicity director, CIO, named to public policy committee of The Advertising Council, succeeding ALLEN L. SWIM, formerly of CIO and now with Economic Cooperation Administration.

JULES HACK, copywriter Young & Rubicam Inc., Chicago, to Erwin, Wasey & Co., L. A. radio and television department, in similar capacity.

GEORGE KOSSMAN, art director Leo Burnett, Chicago, to BBDO, S. F., in same capacity. RICHARD E. JOHNSTON, art director Foote, Cone & Belding, Chicago, also joins BBDO, S. F., in same capacity.

MILTON MARTIN, production manager Emporium, S. F. (department store), to Botsford, Constantine & Gardner, S. F., in same capacity.

JAMES N. MANILLA, film supervisor BBDO, N. Y., named to radio-television department Geyer, Newell & Ganger, same city, as film supervisor.

ROBERT H. ROOT, assistant advertising manager Sweden Freezer Mfg. Co., Seattle, to Pacific Advertising, Oakland.

RAY JONES, KVON Vallejo, Calif., to Merle C. Blair Adv. Agency, Oakland.

EMILY HOSMER, Kenyon & Eckhardt, N. Y., to television production department Guild, Bascom & Bonfigli, S. F.

EDWIN de ST. MAURICE, to Lockwood-Shackelford Adv., S. F., as art director.

Frank Coulter:

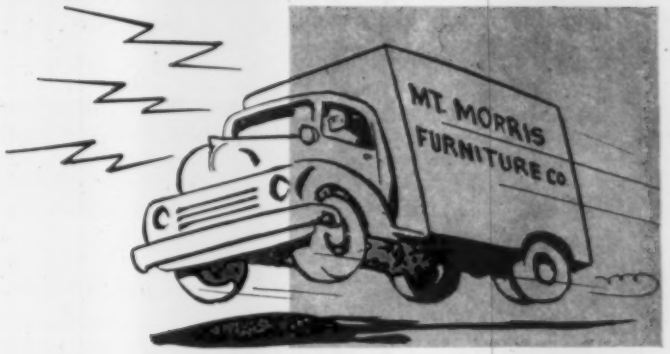
YOUNG & RUBICAM

"The BROADCASTING Marketbook is a genuine service. Widely used and constantly referred to."

WALKER W. DAVIES, account executive National Adv., Long Beach, Calif., transferred to S. F. office.

ROLAND HAUCK, to Wank & Wank, S. F., as director of creative department.

CLEMENT T. HANSON ADV. AGENCY, Moline, appointed to handle advertising for WHBF-AM-TV Rock Island and the *Rock Island Argus* and *Moline Dispatch*, effective Sept. 1.



radio-controlled truck . . .

western new york style!

Mt. Morris, N. Y., is a lovely little town of some 3600 population—one of the state's most picturesque communities, but hardly big enough, you'd think, to support a large retail furniture store.

How come, then, that the Mt. Morris Furniture Company trucks will be seen delivering merchandise all over a dozen surrounding counties?

WHAM did the job!

One year ago, the store started a modest spot campaign on station WHAM—knowing that WHAM's clear-channel 50,000 watts is the least expensive yet most effective way to cover 23 western New York and Pennsylvania counties. Results were almost overnight—inquiries, shopping visits and *sales*. And perhaps the most impressive fact is that radio has pulled so well that Mt. Morris Furniture now makes deliveries to customers in Rochester itself, home of the radio station and of a dozen top furniture stores!

Moral: The Mt. Morris store has now upped its efforts to regular daily participation in WHAM's morning "Clockwise" program. You, too, can use the powerful influence of station WHAM for business in this profitable market.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

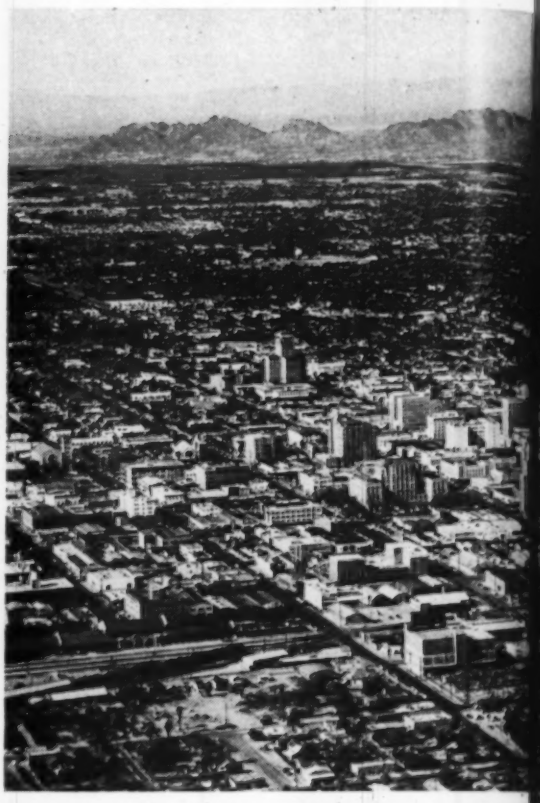
SELL THE HEART OF ARIZONA

OVER **KOY** PHOENIX, ARIZONA'S

Advertisers with no time or money to waste have found KOY the *direct* route to the rich Arizona market whose hub is fast-growing Phoenix and the Salt River Valley.

As exclusive representatives of KOY for the past twelve years, John Blair & Company knows *how* KOY can sell and *why*. Here is a station that makes wide-spread coverage count with a proven record of unusual acceptance. Arizona's pioneer radio outlet, KOY has been building its reputation for public service over 29 years. It is home-owned, home-operated, and an integral part of the community and all its affairs. It is the only Arizona radio station that owns all of its facilities, including studio, office and transmitter properties. KOY gives non-directional coverage of 85% of the state's population with 5000 watts on 550 KC.

Sales-minded management has converted KOY's listener loyalty into big spot radio business that has paid off for one advertiser after another. Your John Blair man has all the facts on merchandising and selling *at surprisingly low cost* over KOY. It will pay you to call him today.



KOY transmitter property and single tower, giving non-directional coverage over 85% of Arizona's population with 5000 watts on 550 KC. A 5 KW main transmitter and 1 KW standby, with auxiliary power plant, are both Western Electric equipment of the latest design.

KOY studio building with recent $100,000 addition. Studios and control equipment are the most modern in the State of Arizona and include three high-fidelity rack-mounted Stancil-Hoffman tape recorders. All equipment exceeds F.C.C. standards for high-fidelity reproduction.

THE JOHN BLAIR WAY

TOP SELLING RADIO STATION

THE RAPIDLY-EXPANDING city of Phoenix, Capital of Arizona, is surrounded by prosperous residential communities and rich agricultural land.

KOY'S management team, experts in three fields: left to right, John L. Hogg, President, Commercial Manager and a sales-man of twenty-five year's experience. Albert Johnson, Vice President, General Manager and the man behind KOY's splendid record of public service. Jack Williams, Director and Secretary with twenty-three years at KOY behind his reputation as one of the outstanding program men in the radio industry.

GEORGE GRAHAM, popular master of ceremonies for KOY audience shows and his morning "Disc Show", a hard-selling program and housewives' favorite.

BILL LESTER'S afternoon "Record Matinee" has a consistently loyal following of listeners *and* commercial sponsors.

JOHN BLAIR & COMPANY specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts . . . as *specialists* in selling via spot radio.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

PAUL GRIBBEN, KOY News Editor and radio veteran, keeps KOY ahead of the field in news. His coverage of the Legislature has won him widespread recognition in high circles in the State.

Like A Blanket!

WRC covers the entire Washington area at lowest cost per thousand listeners. We can prove it with up-to-date figures on spots, breaks and programs.

WRC outpulled all newspapers in four department store studies. That's proof of selling coverage.

To sell Washington you need WRC's blanket coverage.

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

CONFERENCE to discuss debut of *It's the Texas Fashion* is attended by (l to r): Lester Ring, Ring of Dallas Inc.; Edward Cupaioli, Wm. S. Miller & Co. Inc.; Dave Robbins, Jan Leslie Hats Inc.; Miss Benell; Ike Clark, Ike Clark Sportswear; Walter Meyers, Gordon Edwards Inc.; Ralph W. Nimmons, WFAA-TV manager, and Bob Scott, WFAA-TV sales representative.

* * *

A BOOST for television and the fashion world will be scored by Dallas fashion manufacturers when Julie Benell launches her *It's the Texas Fashion* series on WFAA-TV, Friday at 8:30 p.m., beginning July 20.

Sponsored by seven fashion houses of Dallas, the weekly program is claimed to be the first time that a group of manufacturers in one city has sponsored a television series to acquaint viewers with the style offered by the makers in a city.

Miss Benell, woman's editor of WFAA-AM-TV, radio and television services of *The Dallas Morning News*, lists as her sponsors the following dress manufacturers: Wm. S. Miller & Co. Inc., Ike Clark Sportswear, Gordon Edwards Inc., Shirlynn Mfg. Co., and L&L Mfg. Co., with accessory sponsor Ring of Dallas Inc. and millinery sponsor, Jan Leslie Hats Inc.

Miss Benell will be guest commentator at the breakfast clinic of the American Fashion Assn., to be held in the Crystal Ballroom at Dallas' Baker Hotel, Tuesday, Aug. 21, at 7:30 a.m. Theme of the clinic will be "Color-Vision," a forecast of winter and holiday

(Continued on page 82)

strictly business

SOMETIMES it happens just like the storybooks say. For what youngster standing by the railroad tracks as a powerful locomotive goes by, pulling a string of cars that spell adventure, hasn't vowed to himself—that's the job for me.

And that's just what happened to one youth whose earliest memories go back to train rides on the way to his grandfather's house in his home state of Tennessee. It took time, as do most ambitions, but even today, Robert S. Henry, vice president in charge of the public relations department of the Assn. of American Railroads, admits that he always got a thrill out of a train ride. "Always thought railroading would be a nice business to be in," he recalls.

"Indeed it *has* been a nice business to be in," Mr. Henry still says. And he should know, for after more than 30 years in the business now, he has seen a lot of his combination hobby and job.

Mr. HENRY

Today, as head of the railroad industry's active public relations program, which includes sponsorship of the *Railroad Hour* on NBC and direction of a total advertising-

(Continued on page 82)

OF THE PIEDMONT

Radio Stations are built on listener acceptability.

Listener acceptability is gained by good programming.

WORD has won this listener acceptability in the Piedmont by interweaving into its schedule the fine programs of ABC some of the superior radio productions of the NBC Network, MGM and other producers of great shows.

In addition to ABC and top local programs, WORD has fitted into its schedule such outstanding shows as:

The Telephone Hour
The Railroad Hour
Cities Service Bands
Cavalcade of America
MGM Theatre of the Air
Dr. Kildare
Crime Does Not Pay
'Cisco Kid
Second Spring
John Charles Thomas

In Spartanburg—WORD is your best buy.

WORD

SERVING THE HEART OF THE PIEDMONT
ABC
WDXY-FM • DUPLICATION
Walter J. Brown, President
SPARTANBURG
South Carolina
SEE HOLLINGBERY

17 OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION — A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined*!*

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts today, including availabilities.

**Despite the fact that the other three major networks maintain local studios!*

WDAY • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

Carlos Franco:

WILLIAM H. WEINTRAUB

"BROADCASTING Marketbook is a friend at your elbow . . . and harder to stump than Kieran."

open mike

The Big Picture

EDITOR:

It was quite disturbing to read your July 9 editorial, "The Small Picture," in which you castigated A. C. Nielsen Co. and Hooper alike for releasing comparative figures on "then-and-now" ratings for 10 radio programs.

Our figures were, in fact, assembled and released to BROADCASTING • TELECASTING in answer to your request, for purposes of comparison with the Hooper New York figures quoted by Jack Gould in the *New York Times*.

You are correct in urging the de-emphasis of mere ratings; this company has repeatedly maintained that ratings form only a small fraction of the total audience measurement picture, as our clients well know.

But you are somewhat presumptuous in criticizing us for examining radio "with no broader view than ratings. The Nielsen Radio Index in itself makes the charge seem a bit preposterous, with its intense marshalling of pertinent facts on the audience and its habits. And it must also be noted that we reluctantly began to release "Top 10" rating figures on radio and TV only in response to insistent requests from agencies and the gentleman of the trade press so firmly do we believe in the frequent misinterpretation of mere ratings.

To say that ratings have "no counterpart in any other medium," and to point up the apparent superiority of newspaper and magazine research is to ignore the facts. An advertiser buying printed media knows that his dollar may buy a claimed circulation; he has only a rough idea of how many readers will see his two-column message on page 64. But in radio and TV he has very definite, exact and continuous data from us on the true size and nature of the audience to the commercials themselves, its habits, its fluctuations, its turnover, its distribution and variations by markets, and so many other factors.

Isn't this the "bed-rock research" you ask for? Isn't this the "big picture"? Isn't this the type of measurement that radio must use (as indeed it has) to demonstrate its strength against other media?

Your editorial was a puzzling exception to the usual high level of your understanding of the industry. And with it, you seriously underestimated both A. C. Nielsen Co. and the broadcasting industry as a whole by suggesting that they are content to "accept this grossly incomplete information" (10 ratings) as proof of anything at all.

A. C. Nielsen
President
A. C. Nielsen Co.

[EDITOR'S NOTE: BROADCASTING • TELECASTING has no quarrel with most of the research service that the Nielsen company provides, aimed its attack only at the "rating worship" which has, to a large extent, subordinated more profound research to the inadequate measurement of the program rating. The point we hoped to make was that too many people, both broadcasters and advertisers, do not go beyond the program rating to assess the worth of radio. Because this is so, we feel it was unfortunate that the Hooper and Nielsen firms released the before-and-after-TV ratings on 10 radio shows—no matter at whose request. Like Mr. Nielsen, we urge de-emphasis of program ratings (see editorial this issue, page 46).]

* * *

EDITOR:

. . . I was pleased to discover that On All Accounts had been devoted to me in the June 18 issue of BROADCASTING • TELECASTING. . . .

Proof of the widespread circulation and acceptance of this magazine is found in the numerous letters I have received from friends in the business with whom I have not been corresponding as regularly as one might. This is not news

(Continued on page 74)

Think this over! When you use WIBW, our listeners have confidence in YOU, too.

Last year, WIBW listeners sent us almost a *quarter-million dollars** in cold, hard cash.

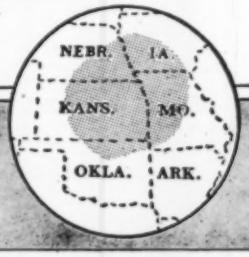
This money came direct to WIBW because our listeners have absolute confidence in the merchandise we talk about on the air.

When our listeners hear *any* product advertised on WIBW, that's all the recommendation they need. *They buy!*

*$204,800.93 to be exact.

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

YOU MIGHT CLEAR 15′ 7¾″*—

BUT...

YOU NEED WKZO-WJEF AND WKZO-TV TO GO OVER THE TOP IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, have been radio leaders in their home cities for so long that time buyers automatically recognize them as first choices "in town". BMB Study No. 2 proves that WKZO-WJEF are an exceptional buy for *rural* Western Michigan, too. Since 1946, WKZO-WJEF have increased their unduplicated Audiences by 46.7% in the daytime . . . by 52.9% at night! But here's the frosting on the cake: WKZO-WJEF not only deliver about 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—*they also cost 20% less than the next-best combination!*

WKZO-TV, Channel 3, is the official Basic CBS Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, serving five Western Michigan and Northern Indiana cities, with a total buying income of more than one and a half billion dollars! WKZO-TV's coverage area embraces *133,122 sets*, making this America's 23rd television market—*ahead of such metropolitan cities as Seattle, Memphis or Miami!* Better get the whole Fetzer story today! Write direct or ask your Avery-Knodel representative.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

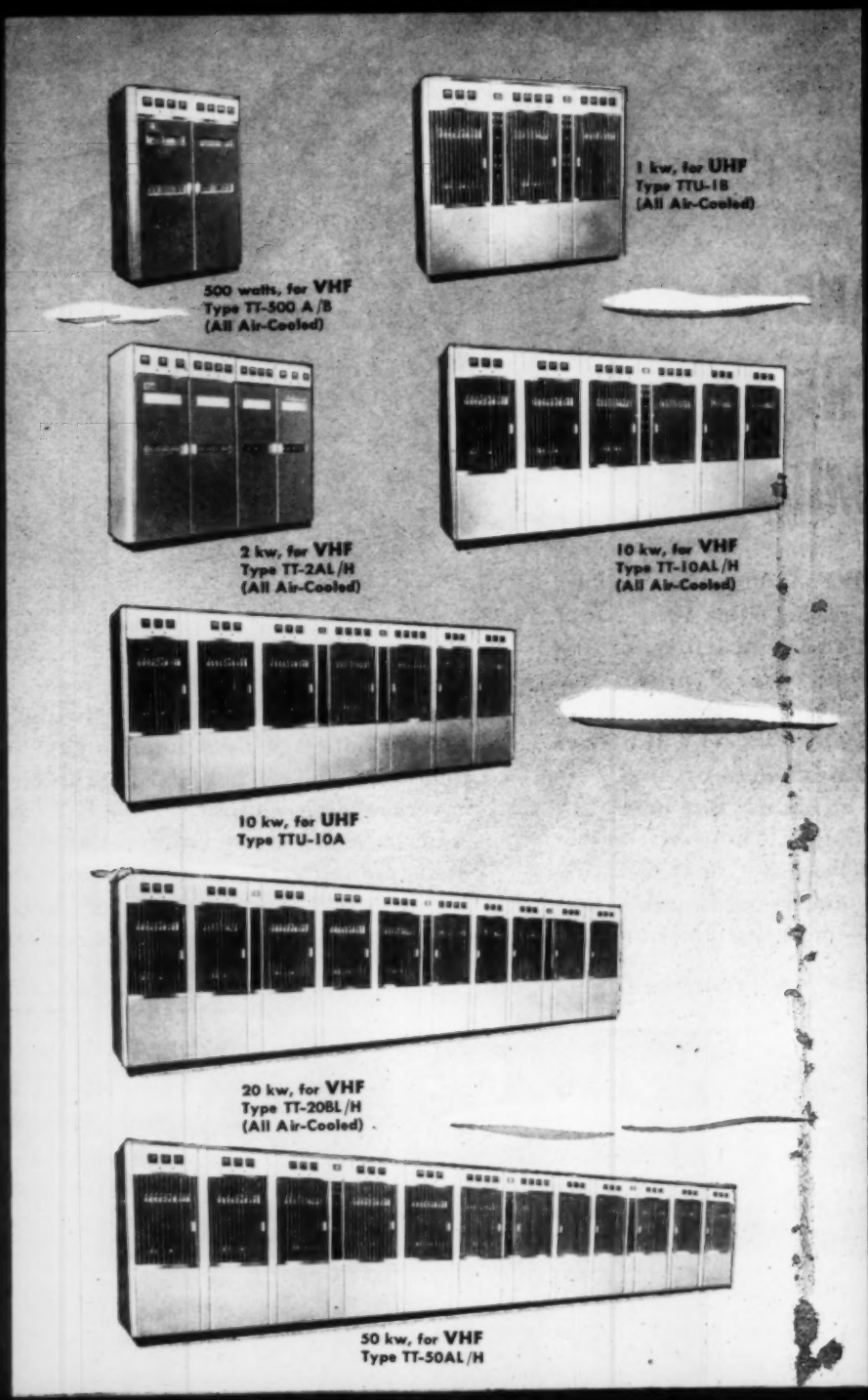
ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

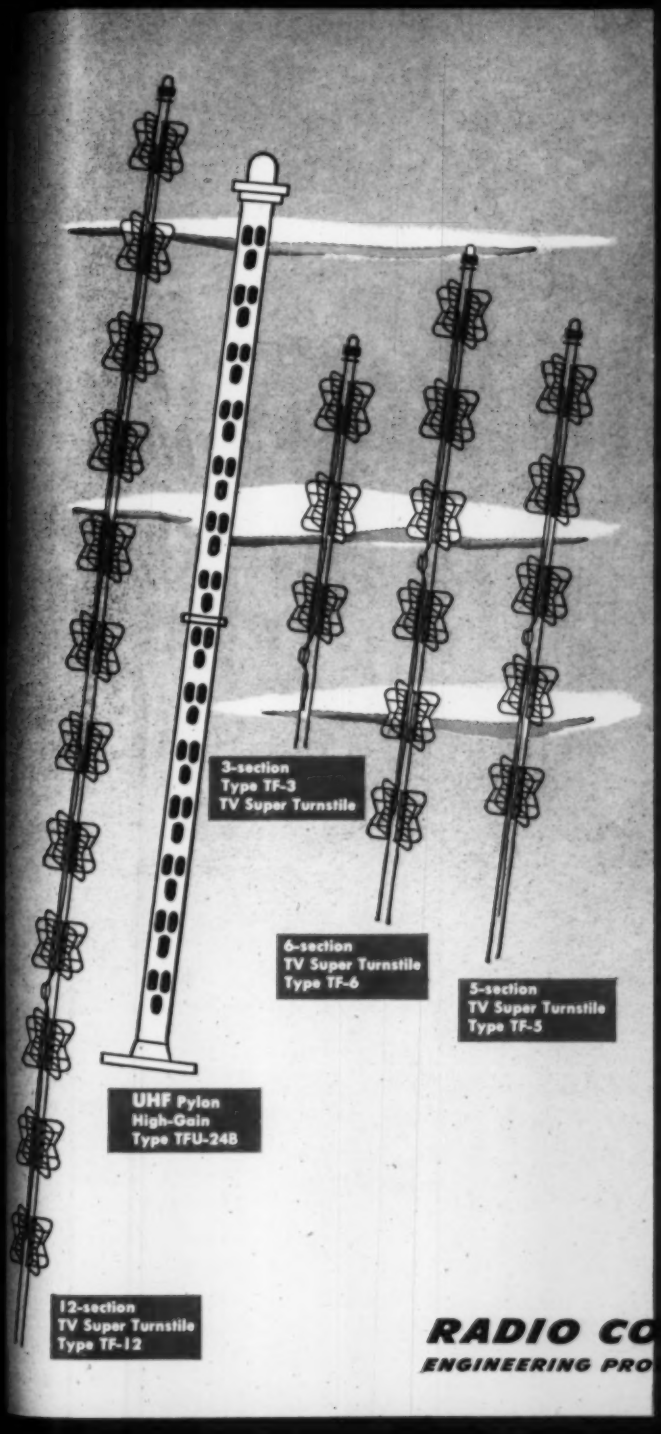
How to get any TV p

TAKE ONE OF THESE TV TRANSMITTERS...



power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER



With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, *you can get the power you want in several different ways!*

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination!* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination too!*

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

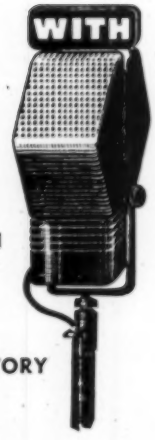
Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 41, No. 3 WASHINGTON, D. C., JULY 16, 1951 $7.00 A YEAR—25c A COPY

CBS REALIGNS

Into Six Divisions; Radio and TV Separated

REORGANIZATION of CBS into six separate divisions, divorcing the network's radio and television operations and setting up a new laboratory unit, was completed last Friday for announcement today (Monday).

President Frank Stanton said the new lineup—including the radio and TV manufacturing properties acquired from Hytron Radio & Electronics Corp., and with the division chiefs in each case coming from Columbia's existing executive roster—will be as follows, effective today:

CBS Radio Division—Howard S. Meighan, president.

CBS Television Division—J. L. Van Volkenburg, president.

CBS Laboratories Division—Adrian Murphy, president.

CBS-Columbia Inc.—David H. Cogan, president.

Columbia Records Inc.—James B. Conkling, president.

Hytron Radio & Electronics Corp.—Bruce A. Coffin, president.

Only in the case of the Radio, Television and Laboratories Divisions does the new structure represent a change from the existing order. Messrs. Cogan and Coffin were presidents of the Air King Products Co. (now CBS-Columbia Inc.) and of Hytron Radio & Electronics, respectively, when those manufacturing interests were bought by CBS, and Mr. Conkling has headed Columbia Records since February.

The Radio Division under Mr. Meighan, who has been a vice president and general executive, and the Television Division under Mr. Van Volkenburg, who has been vice president in charge of network sales, will each have its own separate departmental units. These include departments for programs, sales, sales promotion, company-owned station operation, station services, research, press information, operations, business affairs, legal and accounting.

William S. Paley continues as board chairman of CBS; Mr. Stanton as its president, and Joseph H. Ream as its executive vice president.

No change in the network's station relations structure was indicated. Herbert V. Akerberg will continue as CBS vice president in charge of station relations, supervising this field in both the Radio and Television Divisions.

Mr. Van Volkenburg Mr. Meighan Mr. Murphy Mr. Cogan Mr. Conkling Mr. Coffin

* * *

Departmental heads within the Radio and Television Divisions were not disclosed.

The new Laboratories Division, under Mr. Murphy, who has been a CBS vice president and general executive, and who to a great extent shepherded Columbia's color TV case successfully through the FCC, will coordinate the company's electronic developmental operations, including color TV "in its various applications." It will serve the broadcasting, recording and set-manufacturing divisions and other organizations in the electronic field, CBS reported.

CBS said operations in Chicago and on the West Coast also "will continue as in the past, with the heads of the various operations reporting to their counterparts in New York." This includes network program originations in those areas: WBBM Chicago, KNX and KTSL (TV) Los Angeles, KCBS San Francisco, and the Columbia Pacific Network.

H. Leslie Atlass is vice president in charge of the Central Division; Arthur Hull Hayes is vice president in charge of the San Francisco office, and Harry S. Ackerman is vice president in charge of programs in Hollywood, with Merle Jones general manager of KNX, KTSL, and the Columbia Pacific Radio Network.

There was no split-up of the CBS general service departments, which "will continue as integrated units serving the various divisions." These include the treasurer's office,

(Continued on page 85)

CHANGES IN FCC?

Predicted by End of '51

THE COMPLEXION — and the policies—of the FCC might undergo sweeping change before the end of 1951. Conceivably four of the seven members of the Commission could depart during the next six months. This includes the chairmanship.

One change already is practically assured, with the appointment last month of Comr. Frieda B. Hennock to a Federal District judgeship in New York. Her appointment awaits Senate confirmation which is confidently expected in spite of vigorous opposition of the American Bar Assn. and the Assn. of the Bar of the City of New York (see story, page 30).

Miss Hennock's successor also appears to be set—in the person of Robert T. Bartley, Texas Democrat, nephew of Speaker Sam Rayburn and his present administrative assistant, and a former broadcaster. His appointment by President Truman is expected promptly upon Miss Hennock's confirmation.

While Chairman Wayne Coy remains non-commital, it is known that he contemplates eventual return to private business. But he has been loathe to depart until certain unfinished business at the FCC has been completed. Most important has been the thawing of the three-year old TV freeze, now anticipated prior to the year's end. What Chairman Coy will do is not indicated, though it is known he has considered a number of preliminary propositions. It is doubted, however, whether he will join any existing network organization as has been widely speculated.

Coy's Status

Although Chairman Coy has just been reappointed for a new seven-year tenure, which began July 1, it is believed that he has an understanding with President Truman that he will not necessarily complete his new term. The rigors of the chairmanship have caused his family some concern. The Chairman, nevertheless, has been insistent upon completing the TV task.

Most likely appointee to the chairmanship, if Mr. Coy leaves this year, is Neville Miller, Washington attorney, former Mayor of Louisville and for four years (1938-1944), president of the NAB. Mr. Miller, it is believed, would accept the chairmanship, if proferred. There is no doubt that Vice President Alben Barkley will support his candidacy to the hilt.

Comr. Robert F. Jones, who has served since 1947, likewise is known to have under consideration departure from the Commission in the not too distant future. An attorney, and a 10-year veteran of the House, the Ohio Republican has had under consideration return to private law practice. It is doubted whether he will reach a decision prior to this fall.

The fourth possible Commission departure is that of Vice Chairman Paul A. Walker, whose present term does not expire until June 30, 1953. Mr. Walker, however, passed the customary retirement age of 70 last January. Chairman Coy requested a waiver from President Truman on this retirement, attesting to Comr. Walker's experience, which began when the FCC was created in 1934. Such waivers are indefinite, unless a

(Continued on page 36)

P&G RENEWS

Six NBC Day Shows Ok'd For Another Year

PROCTER & GAMBLE Co.'s renewal of six NBC daytime programs, a morning half-hour and five afternoon quarter-hour shows, all five times a week for another year apparently ends any lingering doubts as to NBC's ability to retain this business in the face of strong competitive bids from other networks.

Most vigorous attempt to move the P&G daytimers to another network came from ABC, which in March offered this advertiser a 45% discount on time charges plus a contribution of $1,000 a week per program toward defraying program costs to shift the serial shows to ABC's afternoon hours [BROADCASTING • TELECASTING, March 19].

ABC made the same offer to other NBC serial sponsors—General Foods Corp., General Mills, Sterling Drug and Whitehall Pharmacal Co.—but with no more success than in the case of P&G.

Shows Renewed

NBC programs renewed by P&G effective July 2 for 52 weeks, are: *Welcome Travelers* (10-10:30 a.m.), for Spic & Span, through Biow Co.; *Life Can Be Beautiful* (3-3:15 p.m.), for Ivory Snow and Crisco, through Benton & Bowles; *Road of Life* (3:15-3:30 p.m.), for Crisco, through Compton Adv. Inc.; *Pepper Young's Family* (3:30-3:45 p.m.), for Camay, through Pedlar & Ryan; *Right to Happiness* (3:45-4 p.m.), for Ivory Soap and Duz, through Compton Adv. Inc.; *Backstage Wife* (4-4:15 p.m.), through Dancer-Fitzgerald-Sample. All are broadcast Monday through Friday.

Following its unsuccessful attempt to raid NBC, ABC effected a change in its own daytime line-up, also effective July 2, to introduce four serial programs—*Modern Romances* (10:45-11 a.m.); *Romance of Evelyn Winters* (11-11:15 a.m.); *David Amity* (11:15-11:30 a.m.) and *Lone Journey* (11:45 a.m.-12 noon), with negotiations in progress for a fifth serial for the 11:30-11:45 a.m. spot [BROADCASTING • TELECASTING, July 2].

L&M Contracts

LIGGETT & MYERS Tobacco Co., for Chesterfield Cigarettes, has renewed its contract with the Texas State Network to sponsor its *ABC Roundup*, over 17 Texas stations, for the sixth year. The musical show, featuring Disc Jockey Zack Hurt, will run until June 1952. Agency is Cunningham & Walsh, New York.

ZIV SHIFT

Sillerman East Sales Mgr.

APPOINTMENT of Michael M. (Mickey) Sillerman as eastern sales manager of Ziv Television Programs Inc. was announced last Wednesday by President John L. Sinn, effective immediately.

Mr. Sillerman

Mr. Sillerman has been director of station relations of World Broadcasting System, a Ziv affiliate, since last year. He founded the Keystone Broadcasting System and served as its president from 1938 to 1949 when he joined the Frederic W. Ziv Co. as a radio program account executive.

A native of Baltimore, Mr. Sillerman, now 41, was in the advertising agency field for five years before forming Keystone, serving with Alfred Austin Adv. and with Biow Co.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I said Skelton . . . S-K-E-L-T-O-N!"

MARKING the 11th consecutive year of sponsorship, Ed Vandervoort (c), president of Vandervoort Hardware Co., inks a contract with WJIM Lansing for the annual *Santa Says Hello*, Christmas show. With him are Howard Finch (l), station manager, and Harold Gross, WJIM president. The show, which affords children a chance to have a personal talk with Santa, will begin Dec. 1.

NEW BILLINGS

CBS Reports $4 Million

RADIO and television time sales representing approximately $4 million in billings were reported by CBS last week.

Two 52-week television contracts —with American Home Products Corp. and Procter & Gamble, both through Biow Co. accounted for about $3 million of the total. American Home Products bought the 12:15-12:30 p.m. period Monday through Friday, and Procter & Gamble bought the following quarter-hour, also five times weekly.

In radio, the Carnation Co., through Erwin, Wasey & Co., New York, signed for a dramatic series to start this fall in the Saturday, 11:30-12 noon period being given up by Bymart Inc. Time costs in this deal were estimated at $500,000.

In an estimated $400,000 radio contract, Mars Inc. (candy) signed for alternate-week sponsorship of *People Are Funny*, 8-8:30 Tuesday, through Leo Burnett Co., Chicago. Economic Labs Inc., for Soilax, meanwhile bought the 10:25-10:30 a.m. spot on Saturday for the *Galen Drake Show* to start Aug. 18. Cunningham & Walsh, New York, is the agency.

Schubert To Compton

GENEVIEVE SCHUBERT, Ted Bates Inc., New York, has joined Compton Adv., New York, as time-buyer on the Standard Brands' radio and television account.

Britannica Names

ENCYCLOPAEDIA Britannica Films, Chicago, has named Price, Robinson & Frank, same city, to handle its advertising. Sterling Mitchell is account executive. All media are being considered.

JONES QUITS

Agency Head to Europe

DUANE JONES, chairman of the board and major stockholder of Duane Jones Co., New York advertising agency, has resigned to make an international advertising survey. Robert Hayes, president, will continue in that capacity with no replacement slated for the chairmanship.

Mr. Jones, it was understood, had sold much of his stock to the company but will retain a substantial financial interest in the business. No one person under the new arrangement will be a major stockholder. Members of the board of directors, however, all hold stock in the firm.

Mr. Jones said he would make a brief trip to Washington and then sail for Europe where he plans to study international trade in the Atlantic Treaty countries. He did not reveal any further plans.

Smith Resigns

Meanwhile, Ralph Smith, executive vice president and general manager of Duane Jones, has resigned to join Sullivan, Stauffer, Colwell & Bayles Inc. as vice president. Mr. Smith had been with the Jones agency for the past eight years and was chairman of the plans board.

* * *

Mr. Jones

Mr. Smith

AGENCY SWITCH

Six Major Advertisers Change Firms

AMERICAN CHICLE CO., a more than million-dollar annual account, will soon appoint Sullivan, Stauffer, Colwell & Bayles as its advertising agency, becoming the sixth major radio and television advertiser to change advertising agencies within some 10 days.

Although no common-denominator reasoning could be determined for all the moves, it was understood that economic sales slumps and in some instances unhappy advertising campaigns were factors in the kinetic switching at this time.

American Chicle Co., of New York, has been handled by Badger and Browning & Hersey, New York, for the past 20 years. The Chicle firm has used radio and television spots in national campaigns consistently.

Agency Staff Cuts

Badger and Browning & Hersey, as a result of the looming loss of its gum client (one of its major accounts) already has cut down its personnel, with at least four executives let out. The new agency, SSC&B, will serve the advertiser on the following products: Chiclets, Dentyne and Beeman's chewing gum.

Another strong television and radio advertiser, Mohawk Carpet Mills Inc., Amsterdam, N. Y., announced last week the appointment of Maxon Inc., New York, as its advertising agency effective Sept. 12.

Howard P. Hildreth, manager of advertising and public relations for the carpet company, stated that Maxon will handle all of Mohawk's television and black-and-white advertising, but that radio will remain for the balance of the year with the George Bolling Co., whereupon it, too, will move to Maxon.

The account, estimated at a million and a half dollars in billings, had created quite a stir last January [BROADCASTING • TELECASTING, Jan. 22] when it first placed its spring spot radio campaign through George W. Bolling Co., a station representative firm. Bolling acted as a consultant to Mohawk and placed the spots on a 15% commission basis. Both advertiser and the Bolling company stressed at that time that the business was channelled through separate national representatives and on national time rates.

The board of directors of the National Assn. of Radio & Television Station Representatives was reported then to have advised members to ask their client stations not to accept the Mohawk business on the grounds that the Bolling company was acting improperly as an advertising agency.

The Bolling company responded that it was not actually serving as an agency for Mohawk but rather as a consultant in setting station lists and organizing the campaign.

Mohawk currently sponsors, three times weekly, the *Roberta Quinlan Show*, quarter hour on NBC-TV.

Pepsodent Division of Lever Bros. (said to be about $3½ million in billing) this week officially named McCann-Erickson to supervise its advertising plans [CLOSED CIRCUIT, June 9]. Foote, Cone & Belding had been handling the business. Pepsodent sponsored *My Friend Irma* on CBS but cancelled the show recently. Future radio and TV plans are being worked out by McCann-Erickson.

Packard Cars to Maxon

Packard cars, another account associated for 19 years with its agency, Young & Rubicam, New York, changed its affiliation to Maxon Inc., Detroit, effective Dec. 15 [BROADCASTING • TELECASTING, July 9]. Packard has been sponsoring the Don Ameche show on ABC-TV in cooperation with Cluett Peabody, another Y&R client.

Future of the show is currently up in the air, although one Y&R executive pointed out to BROADCASTING •TELECASTING that the client probably would continue with the program until December when official transfer of agencies will take place. Packard's billing is about $2 million with approximately half of that amount budgeted for television.

Cohen Gets Pinkham

Lydia Pinkham, Lynn, Mass., with billings of about $1½ million, recently broke its more than a decade of alliance with Erwin, Wasey & Co., to name Harry B. Cohen, New York, to handle its account. The advertiser was one of the earliest users of spot radio and currently employs both radio and television spot campaigns.

General Cigar Co., New York, will sever relations with J. Walter Thompson Co., for its White Owl cigars, effective today (Monday), when it names Young & Rubicam as its agency. JWT, however, will continue to handle White Owl's sponsorship of the New York Yankees baseball radio broadcasts on alternate days for the balance of the baseball season.

DAIRY STUDY

BAB To Mail Sales Aid

A DETAILED report on the dairy industry will be mailed by BAB to its member stations this week as an aid to better selling of radio time in that field.

The 30-page study is the 17th in a continuing series of BAB reports on specific types of business (also see BAB story page 48).

BAB President William B. Ryan emphasized that "the sales topic uppermost in the mind of an advertiser is his own volume of business, so the first requirement for good selling—to dairies, for example—is some knowledge of the dairy business and its problems."

The dairy report is based on material from several dairy industries and related associations, and deals with such subjects as the history of milk, milk cow breeds and population, milk production and consumption rates, milk's relationship to farm income and its effect on the national economy, as well as data on butter, cheese, ice cream, and evaporated milk. Ideas on radio's role in dairy and dairy-outlet advertising plans are advanced.

"These studies," Mr. Ryan said, "help sales and continuity staffs to service accounts realistically, and to establish good relationships between advertisers and stations that insure long schedules and steady revenue . . . because a knowledgeable account service, based on mutual understanding of problems and objectives, produces radio advertising that gets results."

P & G INCREASES TIME BUYS

PIB Shows

PROCTER & GAMBLE Co., perennial leader among users of national network time, bought $2,064,150 worth of this commodity (at gross rates) in May, increasing its April expenditures by more than $200,000, according to a BROADCASTING • TELECASTING compilation of Publishers Information Bureau data on individual program-time expenditures of network advertisers for that month.

P&G total time purchases for the month almost tripled in gross dollar value those of Sterling Drug, which ranked second with gross network time purchases of $748,245.

It is perhaps significant that the top 10 network advertisers, listed in Table I, are the same ones which were listed in the April top 10, with the first five in the same order in both months. And it is probably even more significant that eight of the top 10 in May 1951 also were included in the leaders for May 1950, when American Tobacco Co. and Philip Morris Co. ranked nine and 10. In this year's May list these two cigarette companies are replaced by American Home Products Corp. and Colgate-Palmolive-Peet Co.

Table II, listing the top advertiser in each product classification, has only three changes from April to May: Brown Shoe Co. replaces Frank H. Lee Co. as the leading network user in the Apparel & Footwear class; General Foods replaces General Mills as top Food advertiser, and Cannon Mills Co. replaces Burton-Dixie Corp. as main Household Furnishings advertiser on the nationwide networks.

Only 10 of the 25 classes of network-advertised products had a

(Continued on page 83)

* * *

TABLE I

TOP 10 NETWORK ADVERTISERS FOR MAY 1951

1. Procter & Gamble Co.	$2,064,150
2. Sterling Drug	748,245
3. General Foods Corp.	675,955
4. General Mills	640,625
5. Lever Bros. Co.	592,039
6. American Home Products Corp.	568,963
7. Miles Labs.	562,383
8. Colgate-Palmolive-Peet Co.	510,577
9. Campbell Soup Co.	508,973
10. Liggett & Myers Tobacco Co.	497,118

SOURCE: Publishers Information Bureau

* * *

TABLE II

TOP NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1951

Class	Advertiser	Gross Time Expenditure
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 33,486
Apparel, Footwear & Acces.	Brown Shoe Co.	7,916
Automotive, Auto Acces. & Equip.	Electric Auto-Lite Co.	95,895
Beer, Wine & Liquor	Pabst Brewing Co.	135,549
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	112,353
Confectionery & Soft Drinks	Mars Inc.	180,077
Consumer Services	U. S. Government	71,328
Drugs & Remedies	Sterling Drug	706,320
Foods & Food Products	General Foods	675,955
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	117,305
Horticulture	Ferry-Morse Seed Co.	18,063
Household Equip. & Supplies	Philco Corp.	145,851
Household Furnishings	Cannon Mills Co.	50,949
Industrial Materials	U. S. Steel Corp.	107,200
Insurance	Prudential Insurance Co.	123,977
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	100,117
Office Equip., Stationery & Writing Supplies	Hall Brothers	88,410
Publishing & Media	First Church of Christ, Scientist	10,248
Radios, TV sets, Phonographs, etc.	RCA	248,602
Retail Stores & Direct by Mail	Airways	12,118
Smoking Materials	Liggett & Myers Tobacco Co.	497,118
Soaps, Cleansers, Polishes	Procter & Gamble Co.	1,250,092
Toiletries & Toilet Goods	Procter & Gamble Co.	688,968
Transportation, Hotels & Resorts	Assn. of American Railroads	67,660
Miscellaneous	American Federation of Labor	105,198

SOURCE: Publishers Information Bureau

An hour-long record show on KABC San Antonio is getting results for the Charles Dill Motor Co. L to r: Charles Dill; Ralph Granger, vice president and general manager for Dill; and John W. Fraser Jr., KABC representative who made the sale.

AUTO DEALERS

Make Radio Sales From Boston to Spokane

AUTOMOBILE DEALERS, for both new and used cars, always have been among the most successful users of radio time.

Almost every type or program is used successfully in various areas ranging from sports broadcasts to morning show participations.

A just completed spot check of typical accounts from Boston to Spokane turned up three firms favoring disc jockey shows and two who prefer newscasts.

They include:

● Rail Splitter Motor Sales, of Springfield, Ill., credits one third of its business to a disc jockey show on WMAY Springfield.

● Charles Dill, San Antonio Lincoln-Mercury dealer, finds an hour-long record show, on KABC San Antonio, is the answer to his radio advertising problems.

● Buxton Motors, of Portland, Ore., finds its Monday through Friday 8-8:15 a.m. newscasts on KXL Portland "the most valuable advertising medium" the firm has ever used.

● Hillman-Minx British Motor Car Co., Boston, attributes a "very definite response in sales volume" to one-minute announcements on the WCOP *Morning Watch* show.

● Ernie Majer Inc., of Spokane, uses quarter hour news programs on KXLY Spokane to feature its Fords and Ford Service.

Bill Taylor, 36-year-old head of Rail Splitter Motor Sales, Springfield, Ill., tried radio without outstanding success for three years. In spite of poor results, his confidence in the medium was such that he consented to another trial in November 1950 when WMAY offered him time on Bob Irving's disc jockey show.

The used car company had sponsored sports and news broadcasts previously and Bill Taylor decided to try the changed format with a quarter-hour show once weekly 5:45-6 p.m.

Bob Irving had never sold a car in his life and was somewhat apprehensive about taking on the motor firm. He decided to make the approach a super-personal one. First, he personally inspected each car before going on the air and talking about it. Next, every commercial was carefully checked and double checked before being used. Finally, he worked out special Rail Splitter lyrics and adapted them to his theme song, "On the Other Side of the Street."

Rapid Response Brings Increase in Budget

The response was instantaneous. Cars sold, sometimes before the program left the air. The motor company increased its appropriation to take care of three quarter-hour shows weekly and cut its newspaper appropriation 50%.

A man who checks with great care the media which bring prospects to him, Bill Taylor believes that fully a third of his sales stem from radio. WMAY is the only station he is using. He estimates that for every $50 he invests in time he grosses from $1,500 to $2,500 in sales.

Bob Irving has been given free rein in the writing and air presentation of his commercials. His wife, Peggy, aids in planning and copy writing. Mr. Taylor never sees the copy or takes a direct hand in the program.

Charles Dill, San Antonio Lincoln-Mercury dealer, is using an hour-long record show, the *Night Owl Club*, starting at 11 p.m. on KABC, seven days a week.

Commercials are held to a minimum (five during the entire hour and good, popular music is stressed. There is very little "chatter" from Disc Jockey Gene O'Bannon.

The show opens and closes with a five-minute newscast.

Now on the air for more than 16 weeks, the show was tested for listenership by a free pocket knife offer made on one show only. During the 50 minutes calls were received four operators took down 342 names and addresses. Many more were believed to have called and found the switchboard tied up.

In addition to the *Night Owl Club*, Ralph Granger, Dill's vice president and general manager

(Continued on page 38)

* * *

Rail Splitter Motor Sales, Springfield, Ill., finds radio creates one-third of its business. L to r: Owner Bill Taylor; Bob Irving, WMAY disc jockey who is given a free hand in handling the motor company program; and motor company manager, Leo Fehr.

COY SUMMONED TO HILL

Senate Group To Review FCC

By DAVE BERLYN

FCC activities that touch upon broad regulatory policy in the broadcast field are scheduled for a going-over Wednesday by Congress' radio arm in the Senate.

Members of the Senate Interstate Commerce Committee want to know more about what the FCC has been doing, what it is doing and what it expects to do on certain matters currently pending Commission disposition.

In order to bring them up to date, the Senators voted in executive session last Wednesday to summon Chairman Wayne Coy to Capitol Hill for consultation.

Chairman Coy will appear at 10 a.m. Wednesday, in open session at G-16, the committee hearing room in the Capitol.

Following the Senate committee's decision to hear Chairman Coy, it was disclosed that the matters which will be given priority and about which Chairman Coy can be expected to answer specific questions are:

- FCC's plan for the granting of television channels to educational institutions for non-commercial use (for other educational TV news, see story, page 58).
- Status of the "freeze" on television station applications (see story, page 53).
- FCC's stand on the so-called Richards case with possibly a request that Chairman Coy review the voluminous history concerning the Goodwill Stations (see story, page 83).
- What the Commission has done and perhaps what it expects to do in the future with the controversial WMIE Miami case.

The committee reserved the right to bring up any other subject during the session.

All of these issues, which have been a bone of contention at one time or another in the past year and in some cases even longer, have been the concern of various Senators on the committee.

Currently a special Interstate Commerce subcommittee, headed by Senate Majority Leader Ernest W. McFarland (D-Ariz.), has under consideration a bill and a resolution introduced on educational TV by Sen. William Benton (D-Conn.).

The bill (S 1579) would set up a national citizens advisory board on radio and television and apparently would institute an annual "blue book" to weigh value of radio and television programs [BROADCASTING • TELECASTING, June 4].

Sen. Benton's resolution (S J Res 76), would in effect extend the FCC's TV freeze at least another six months to a year.

Sen. Benton explained his plan for an advisory board at a special hearing held by the McFarland subcommittee. To date, the FCC, which proposes to ear-mark 10% of 2,000 stations contemplated in both UHF and VHF when the "freeze" is lifted, has not sent its comments on the Benton proposals to the Senate group.

However, such educational TV supporters as Sen. John W. Bricker (R-Ohio), member of the Commerce group and a co-sponsor of Sen. Benton's proposed legislation, may have some specific questions to ask about educational TV.

Sen. Lester C. Hunt (D-Wyo.), another member of the committee, is also a co-sponsor. Both Sens. Bricker and Hunt supported Sen. Benton when the former advertising agency executive testified.

Sen. Edwin C. Johnson (D-Col.), the Commerce committee's chairman, holds interest in both educational TV and in the lifting of the "freeze."

Educational Programming

Only a few weeks ago, Sen. Johnson said he favored a joint effort of broadcasters and educational institutions on behalf of educational programming. He suggested FCC impose a condition in all TV licenses that would require a certain amount of time made available for educational purposes in the public interest and as a sustaining feature [BROADCASTING • TELECASTING, June 25].

Sen. Johnson has been instrumental in prodding the FCC on the "legality" question, i.e. whether the Communications Act can be interpreted so as to permit the Commission to legally allocate by what the Senator called a "block" method. Oral argument on this test of legality already has been held by the Commission [BROADCASTING • TELECASTING, July 2].

Sen. McFarland has sharp interest in the progress of the "freeze," particularly in the educational TV question since he heads the special subcommittee studying this phase.

Other Senators, for example Warren D. Magnuson (D-Wash.), also are intently interested in freeze thaw progress. Every one of the Senators are aware that their constituents are very much interested not only in what channels they are going to receive but just when.

The so-called Richards case is replete with thin-ice coatings. G. A. (Dick) Richards, who was chief stockholder of KMPC Hollywood, WGAR Cleveland and WJR Detroit, died May 28. Prior to his death he was involved in renewal proceedings with the FCC regarding his stations. FCC had charged Mr. Richards with allegedly directing the slanting of news on the air.

Subsequently there has been a series of filings on the case by both FCC and the Goodwill Stations.

In the latest action, counsel for the stations has petitioned the Commission to strike exceptions by FCC's General Counsel Ben Cottone and Broadcast Bureau Chief Curtis Plummer to a hearing examiner's initial decision to dismiss the renewal proceeding because of Mr. Richards' death (see story, page 83).

The WMIE Miami case is only slightly less a "hot potato." It is now up for sale by Arthur McBride [BROADCASTING • TELECASTING, July 9].

Mr. McBride was named by the Senate Crime Investigating Committee—three members of which also serve on the Senate Commerce Committee, Sens. Hunt, Herbert R. O'Conor (D-Md.), chairman, and Charles W. Tobey (R-N. H.)—as not being qualified to be a broadcast station licensee despite a finding by an FCC hearing examiner, Leo Resnick.

Mr. Resnick in an initial decision

(Continued on page 34)

HEARST RADIO

Provost Is Acting Gen. Mgr.

APPOINTMENT of DeLancey (Tony) Provost as acting general manager of Hearst Radio Inc. was announced Friday by President Charles B. McCabe.

Mr. Provost

Mr. Provost, who currently is business manager of the Hearst-owned WBAL Baltimore radio and television properties, takes over the duties formerly held by Tom A. Brooks, Hearst Radio vice president and general manager, who died June 19 [BROADCASTING • TELECASTING, June 25].

Mr. Provost is a former program manager of WNBC New York.

The Hearst radio properties include WISN-AM-FM Milwaukee in addition to WBAL-AM-TV.

WCAE Pittsburgh is owned by Hearst Consolidated, and is headed by Leonard Kapner, president and general manager.

Mr. Provost will continue to headquarter in Baltimore.

LIBERTY GROWS

Plans Capital Expansion

LIBERTY Broadcasting System, operating since last autumn as a 48-state network, is planning to add new capital as part of a steady expansion program designed to carry it well toward the top of the national network picture.

Owners of Liberty—Barton R. McLendon, chairman of the board, and his son Gordon, who is president—are working on the expansion project as the network enters its new fiscal year.

New financing is expected to come through private sale of stock to southwestern oil interests.

At present the Messrs. McLendon own all of Liberty's stock.

Barton McLendon told BROADCASTING • TELECASTING Thursday that Liberty eventually will be "one of the five major national networks." He added: "People will look at the five networks and they won't say Liberty is the smallest."

Liberty is not going to "go overboard" in its expansion, Mr. McLendon said. Rather it is gaining ground steadily, and holding on to it.

The proposed stock issue hasn't been entirely completed, he said, in conceding that additional financing is "imminent."

New Hollywood Studios

H. W. (Bob) Bumpas, Liberty's vice president in charge of programs and production, is in Hollywood lining up new studio facilities and additional programs, according to Mr. McLendon. He said present New York offices are adequate for the time being. Headquarters and business offices are in Dallas, where the elder McLendon operates the Tri-State Theatre chain, which includes Texas, Oklahoma and Louisiana.

Liberty is serving well over 200 stations with major league baseball play-by-play accounts. In addition it has nationwide program services that include a lineup of newscasts and commentaries as well as sports specialties.

Plans for the autumn include five football games each weekend—college and professional. Sponsorship contracts have not been disclosed, but it is understood over 400 stations will carry Liberty's football.

Just a year ago Liberty was serving 241 affiliates in 33 states, reaching a 48-state basis in the autumn. Operating hours were increased during the autumn. Liberty grew out of an independent baseball hookup set up in five states three years ago. By early 1949 it had reached a 40-station total and by autumn of 1949 there were 71 outlets.

ABC-UPT MERGER

FCC Gets Application

RECORD $25-million "statutory merger" of ABC into United Paramount Theatres Inc. was placed before FCC for approval in multiple transfer applications tendered late last week [BROADCASTING • TELECASTING, July 9, May 28].

They were accompanied by bids for the contingent sale of UPT's WBKB (TV) Chicago for $6 million to CBS and a pro forma transfer of 50% interest in WSMB New Orleans.

FCC has not scheduled a date for hearing on the merger, but it is generally conceded that public policy and Commission precedent require an inquiry into the transfers—particularly since they involve the combination of the ownership of competing media of mass communication.

United Paramount represents the exhibition interests of the former Paramount Pictures Inc., which had been ordered to sever its production and exhibition activities two years ago in a civil anti-trust consent decree. UPT is now an independent entity.

In view of the large sums involved and other business problems, early FCC action on the merger was requested. The stockholders of ABC and UPT have yet to vote on the merger on July 27, but the transfer papers, conditioned upon stockholder approval, were filed with the Commission early to permit initial processing.

Will Be AB-PTI

Broadcasting properties included in the merger are the ABC AM and TV networks and the ABC-owned and operated AM, FM and TV stations. These include: WJZ-AM-FM-TV New York, WENR-AM-FM-TV Chicago, KGO-AM-FM-TV San Francisco, KECA-AM-FM-TV Los Angeles and WXYZ-AM-FM-TV Detroit.

Resultant company following the merger will be American Broadcasting-Paramount Theatres Inc.

AB-PTI would retain the WBKB call letters in Chicago, switching them to WENR-TV's present facilities on Channel 7. License for WBIK (FM) Chicago, WBKB affiliate operation, is to be surrendered in favor of WENR-FM.

FCC also was informed that the pending TV applications of the following UPT subsidiaries would be dismissed upon approval of the merger: Gulf Theatres Inc., Tampa; New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit; Tri-State Television and Broadcasting Co., Des Moines.

The ABC-UPT merger is to be accomplished through an exchange of stock. For each share of ABC common stock now held, stockholders will receive $14.70 in new stock—$7.50 in common and $7.20 preferred.

Leonard H. Goldenson, president of UPT, would head the new AB-PTI and Robert E. Kintner, ABC president, would head the radio and television division. Edward J. Noble, board chairman and majority owner (57%) of ABC, is to become chairman of the finance committee of the new firm.

Robert H. O'Brien, secretary-treasurer of UPT, would become executive vice president of the radio-TV division and Robert M. Weitman, a UPT vice president, would become vice president in charge of program and talent development. C. N. Priaulx, vice president and treasurer of ABC, would become treasurer of the new radio-TV division.

"Consideration and study will also be given to the integration of other qualified members of United's organization into the broadcast operation and it is expected that excellent additions to the organization's staff will result," FCC was informed.

"The fundamental purpose of this proposed merger and the requested assignments, involving as they do basic network facilities in both the aural and video broadcast fields," FCC was told, "is to establish a resulting company which can function more effectively in the public interest."

The statement continued:

"United Paramount Theatres Inc., will bring to the merger substantial resources and personnel with experience and a record of accomplishment in the public entertainment and information field. In addition, United, through its Chicago subsidiary [Balaban & Katz] has an outstanding record of performance as a television licensee [WBKB]. All of these will serve to build ABC to a point of competitive vigor.

"It is apparent that the resulting company can hope to benefit from this transaction only in direct proportion to the extent to which its fused operations prosper. To obtain such benefits, funds will be available to promote the operation of the resulting company to a position of equality with those who now lead in the network field."

The statement stressed that "the inevitable result of the Commission's approval of the proposal now made will be to stimulate competition in network broadcasting to a degree heretofore non-existent. This will benefit the network, its affiliates and the public."

Program Policies

Respecting program plans, FCC was advised as follows:

. . . Initially the program policies of the resultant corporation will be substantially the same as those heretofore followed by the American Broadcasting Co. These policies have been directed towards a sound and constructive balance among entertainment, public service, education and information, and commercial and sustaining programming.

We are as fully intent upon improving and strengthening the radio operations of the stations and the network as in making new and important strides in television.

The advent of television requires re-evaluation of the proper roles of both types of broadcasting.

This merger will strengthen our capacity to develop appealing and stimulating material to maintain radio as a vital element, with emphasis upon its own distinctive characteristics.

To the forces which have developed ABC to its present size and importance, there will be joined strong financial resources and the experience of a nationwide corps of trained personnel skilled in the theatrical, entertainment and public service fields.

These include numerous local managers, sensitive to the needs of the nation's smaller communities, who have played leading roles in the civic progress of their communities. Among other things, we will look to them for the discovery of fresh program personalities and ideas. . . .

Until now, television has naturally

(Continued on page 38)

WILLIAM V. HUTT (l), general manager of KLRA Little Rock, is presented a National Safety Council Public Interest Award for 1950 by Ned Dearborn, president of the safety council. The certificate was awarded for KLRA's outstanding service to the cause of safety.

LONDON MEET

Gale, Cone, Gamble Among Speakers

ADVERTISING can and should make a substantial contribution toward solution of the world's social and ideological problems, Samuel C. Gale, vice president of General Mills, told the International Advertising Conference in London last Thursday.

He was one of several U. S. advertising authorities who addressed the conference. Fairfax Cone, chairman of the advertising council, cautioned against "captive audience" advertising, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, reviewed the U. S. advertising industry picture and outlined measures being taken to attract high-calibre young people to the field.

Mr. Gale, speaking on "The Social Responsibility of Advertising," cited the work of the Advertising Council as an example of advertising being used for public service and mass education. "Never before in the history of our country has mass communication been voluntarily made available and effectively organized on such a gigantic scale," he asserted. For every dollar spent to administer council activities, he said, "approximately $200 are donated in space, time and service by media, advertisers and agencies."

"People everywhere yearn for a way to end destructive war and utilize our resources for technology for providing a better life," Mr. Gale said. "We have the added stimulus of competition—ruthless, skilled competition which will test our mettle. We would be boastful and foolhardy to hold that advertising alone can win the minds and hearts of mankind in the ideological struggle ahead. But we would be equally culpable if we did not recognize the tools and skills that we have wrought have a great potential contribution to make."

Mr. Gamble estimated that 90,000 persons are now engaged in U. S. advertising and that 30,000 are in the advertising agency business. Of this 30,000, he estimated about half are advertising specialists and the remainder are stenographic and clerical personnel. The advertising industry, he said, has room for about 6,000 new persons each year.

He called attention to the 4-A's annual examinations for advertising—taken by more than 3,500 persons in the past five years—as a successful organized effort to bring the best possible candidates into the advertising business.

Mr. Cone warned the conference against forcing advertising on audiences. People, he said, must have a free choice either to pay attention to an advertising message or to ignore it.

To complaints of advertising's critics that ethics and morals often are sacrificed to "good business," Mr. Cone replied that "when ethics and morals are lost, it is not good business—in fact, it is very bad business. No amount of advertising will sell a bad product twice to the same customer."

Other U. S. speakers at the London conference included George D. Dryson, managing director, Young & Rubicam; Elon G. Borton, president of the Advertising Federation of America; Paul West, president of the Assn. of National Advertisers; Leonard Raymond, president of Dicky-Raymond Inc., and Elmo Wilson, president of International Public Opinion Research Inc.

BONDY NAMED

Succeeds Duram at Lever

ANTON (Tony) Bondy, former media buyer, Kenyon & Eckhardt, who has been with Lever Bros. for the past months, will take over as acting media director succeeding George Duram, who has resigned. Mr. Duram has not announced his future plans.

Mr. Duram is head of the Assn. of National Advertiser's Radio-TV Committee, which made the latest rate study recommending a reduction in radio rates.

SIGNAL CONTROL

Senate Gets Bill

A PROPOSED amendment to the Communications Act, embodying authority over non-broadcast devices capable of serving as homing aids and eliminating certain objections posed by broadcasters and television set manufacturers, was navigated to the Senate floor last week [CLOSED CIRCUIT, July 9].

The Senate Interstate & Foreign Commerce Committee resurrected the dormant Defense Dept. electromagnetic radiation measure (S 537) and unanimously reported it to the upper chamber after receiving long-awaited comments from the U. S. Air Force on the committee's substitute alternative for a new law outside the Communications Act.

In reporting it favorably, the committee noted the legislation represents an agreeable compromise on the part of all parties concerned —NARTB, Radio-Television Mfrs. Assn., the FCC and the Dept. of Defense, which had advocated a bill last December to include radio-TV stations in the same category with non-broadcast devices.

Action Status

Whether the Senate would take action on the bill momentarily was not known late Thursday, but authorities felt that it would encounter a minimum of opposition under the steering hand of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee which held hearings on the measure last February. It was believed the measure would be called up this week.

The proposed legislation constitutes a minor change to the Communications Act, bringing in radiating devices other than emissions of radio-TV stations, and prospect was held out that the Senate would speed it through with alacrity under the guiding hand of Senate Majority Leader Ernest McFarland (D-Ariz.), himself a member of the Senate committee and chairman of its communications subcommittee.

The new version, which would amend Sec. 606 (c) of the Communications Act, is substantially the same as that proferred by the Senate group upon completion of its February hearings [BROADCASTING • TELECASTING, Feb. 26], with one modification—the provision dealing with electromagnetic devices is spelled out to include only those deemed "suitable for use as a navigational aid beyond five miles. . . ."

Penalty provisions encompass one year's imprisonment and a $1,000 fine—or both—for individuals and $5,000 fine for corporations or groups violating those provisions.

The five-mile limitation originally had been proposed by RTMA and was incorporated after committee staff consultation with the manufacturers' group, FCC and the Defense Dept. RTMA maintained that devices not intended as radiators—viz., receivers, etc.—are not navigational aids beyond five miles. It held that all receivers are useless because of "low power, diffuse location and intermittent usage."

The committee version reflected the unanimous opinion of Sen. Johnson and other members that the purpose of the legislation could best be accomplished with a simple change in the Communications Act rather than through a new law as advocated by the military. Sen. Johnson has been dubious lest the military usurp *carte blanche* authority to silence or "distort" radio signals almost at will.

Opposes Suggestion

In that connection, the committee did not look favorably upon the Defense Dept.'s recent suggestion that the President be empowered to exercise such authority "in the interest of national defense." This was contained in Air Force comments on the committee substitute released last week.

The amendment is flatly conditioned upon a subsequent Presidential proclamation.

In virtually every other instance, the military went along with the committee version—implemented by the five-mile limitation—as reported exclusively in BROADCASTING • TELECASTING, March 19.

The modified bill now reads in part as follows (italicized lines are new provisions):

Sec. 606(c). Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States the President, *if he deems it necessary in the interest of national security or defense*, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations *or devices capable of emitting electromagnetic radiations* within the jurisdiction of the United States as prescribed by the Commission, and cause the closing of any station for radio communication, *or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles* and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station *or device* and/or its apparatus and equipment, by any department of the government under such regulations as he may prescribe upon just compensation to the owners.

Presumably the Chief Executive would exercise this authority through the FCC upon a formal proclamation or executive order, which will be forthcoming shortly. The executive order will serve notice that the President may invoke

(Continued on page 85)

RESERVE BOARD HIT

Target on Hill

RESTATING its opposition to any relaxation of credit controls on radio-TV sets and other appliances, the Federal Reserve Board last week found itself the storm center of controversy on Capitol Hill.

Heated House debate on the nation's economic control law—the Defense Production Act—was flavored with charges that FRB is indulging in "rough house" tactics and "smashing our economy and persecuting innocent people" by actively seeking out violators of installment credit controls.

In refusing to ease installment regulations, the board thus also indirectly answered organized industry opposition to present regulations, including that of Radio-Television Mfrs. Assn. which had requested a 90-day suspension of Regulation W "to relieve current distress in the industry."

FRB policy was outlined by Chairman William Mc. Martin, Jr. in identical letters to Sen. Burnet R. Maybank (D-S.C.) and Rep. Brent Spence (D-Ky.), chairmen of the Senate and House Banking & Currency Committees, respectively.

The temper of floor discussion over the board's role in combatting inflation drew fire from Rep. Boyd Tackett (D-Ark.), who promptly introduced a resolution calling for a probe of FRB and consumer credits by a select committee.

Pressure for easing of credit and other controls has been mounting steadily since first word of peace negotiations with Communist China [BROADCASTING • TELECASTING, July 9].

Indirect Controls

One indication of sentiment on Capitol Hill was seen in a House action which rejected an amendment proposing that consumer credit controls and wage stabilization not be used unless indirect controls of the Federal Reserve Board and the Treasury Dept. are first utilized to the fullest extent. The amendment, offered by Rep. Jesse Wolcott (R-Mich.), was designed to line the Defense Production Act with standby controls only and to urge the FRB to adopt a program that would render their use unnecessary. The vote, 169-149, was along party lines.

The administration was beaten, however, on a bid for presidential authority to build defense plants.

Provision for relaxation of controls on radio-TV sets—cutting the down payment from 25% to 15% and spreading out the period of payment from 15 to 18 months—now pends before the House. The Senate made similar provisions for automobile purchases but excluded household appliances [BROADCASTING • TELECASTING, June 25] in extending the act for 31 days.

Another controversial amendment hanging fire was one which would drastically revamp the Wage Stabilization Board, giving the number of public members greater representation than that enjoyed by the industry and labor groups. (Also see story page 50.)

The proposal drew charges from WSB Chairman George W. Taylor, who said that if passed it would "seriously and maybe fatally interfere" with wage stabilization. The amendment, he noted, would divest the board of power to issue wage policies and regulations and to decide individual cases. WSB would be prevented from handling nearly all management-labor disputes, he added. The recommendation, sponsored by Rep. Wingate Lucas (D-Tex.), still was pending on the House floor last Thursday.

Mr. Martin took exception to the appraisal of inventory accumulations as the yardstick for relaxing terms of Regulation W, and said the board is concerned with

(Continued on page 36)

COY DENIES

Any FM Plan Changes

FCC CHAIRMAN Wayne Coy denied last week that the FCC was contemplating allocating parts of the FM band to other services.

Mr. Coy's denial was contained in a letter responding to one written to him by Josh Horne, owner and president of WCEC and WFMA (FM) Rocky Mount, N. C. Both letters were made public by the FCC.

Mr. Horne had asked the chairman to make a public comment on a part of an editorial published in BROADCASTING • TELECASTING, June 11 ("FM's Aches, TV's Balm?").

"As I have told you repeatedly," Mr. Coy wrote, "the FCC is not considering the deletion of the FM band or any part of it. The FCC is not considering allocating the FM band or any part of it to any other service. The approximately 700 stations now operating in the FM band is real testimony to the strength of the service, particularly when one considers that many manufacturers do not make sets and none of them have carried on continuously aggressive sales campaigns. In almost every area in the country there is an unfilled demand for FM receivers."

RADIO TOP SELLER

STUDIES to show that radio not only costs less than television but can match or surpass the visual medium's selling power were released last week by WOR New York [BROADCASTING • TELECASTING, July 9].

One survey, covering nighttime rates in the New York area, showed that although the number of TV homes has increased approximately 25% in the last six months, radio's nighttime cost-per-thousand is still 46% below TV's, thanks in part to increased radio listening in both TV and non-TV homes.

The other study, conducted in 1949 and 1950, was released as an answer for radio to the recent NBC-Hostra study on TV's selling power. In eight out of nine WOR radio programs examined, officials said, eight had a sales pull above that of the average calculated for television in the NBC-Hofstra project.

Robert M. Hoffman, WOR research director, circulated to the station's salesmen a memo pointing out that the NBC-Hofstra study found that the average sales effectiveness of 143 TV programs studied was 37%—that is, that there were 37% more customers among set owners who had watched the program recently than among those who had not.

"While these sales results are impressive," Mr. Hoffman said, there has been a tendency to overemphasize their signifiance because of the absence of comparable information for radio.

"No one can say how many additional customers the average radio program delivers. However, during 1949 and 1950, nine separate 'impact' studies were conducted by Pulse to measure the sales effectiveness of individual WOR programs. These surveys employed the same matched-sample technique used in the NBC-Hofstra study."

Radio Sales Impact High

By comparison with the 37% average for the TV programs under study, it was reported, WOR found sales impacts ranging from 41 to 360% for eight of the nine WOR programs studied. The one below the NBC-Hofstra TV average rated 26%. For the others, these figures were given: 41, 58, 60, 86, 96, 229, 260 and 360%.

"These WOR percentages represent differences in purchases of product advertised on each program among matched samples of listeners and non-listeners," Mr. Hoffman asserted. "This is a valid way of measuring sales impact which WOR has been using for more than two years.

"I only wish that more radio stations were doing the same thing. There's no question about TV's ability to sell. On the other hand, there's no question about radio's ability to sell. It just hasn't been measured as thoroughly as television's. When you do measure radio's sales ability, it's terrific."

NBC also has used the findings of the NBC-Hofstra study, conducted in the New York area, to show network radio's "strength and vitality." Edward D. Madden, vice president in charge of TV sales and operations, has noted that the survey showed that in TV homes the average adult viewer, although spending more time with TV (135 minutes a day), nevertheless devotes more time to radio listening (61 minutes) than to newspapers and magazines combined (58 minutes). Counting both TV and non-TV homes, radio came out ahead with 90 minutes a day, as against 73 for TV, 49 for newspapers, and 13 for magazines.

Frank Silvernail:

B. B. D. & O.

"BROADCASTING **Marketbook is the timebuyer's Encyclopedia. Has all the market answers from Andalusia to Zanesville."**

WOR Survey Shows

WOR's New York radio rate survey conducted under the direction of Mr. Hoffman, was a reappraisal of the situation as originally examined by the station in a similar study last October.

Made during April, the latest survey showed that, in the six months since the October study:

(1) Number of TV families in the New York area has gone from 41.2% to 51.6%.

(2) Nighttime radio rates in April were 46% below the TV level ("in terms of audience delivered"), compared to 48% last October.

(3) Between October and April, radio listening increased 37% in TV homes and 19% in non-TV homes.

Increased listening and rate boosts by five TV stations during the six-month period were considered principal reasons for the "relatively unchanged" picture with respect to radio's cost per thousand in relation to TV's.

Lowest Cost-per-Thousand

For the nighttime hours—6-11 p.m.—WOR reported these costs per thousand: In October, radio's was $3.20 and television's $6.16; in April, radio's was $2.93 and television's $5.43.

During the "early evening," radio's cost per thousand in April ($2.94) was found to be 57% below television's ($6.78). During the 8-11 p.m. period, radio's ($2.93) wa 39% below TV's ($4.84).

The findings were based on study of 10 New York station which, WOR said, account for a estimated 90% of nighttime listen ing. Television costs were base on figures for all New York sta tions. Audience data were based o Pulse reports.

HENNOCK DELAY

No Hearing Date Set As Yet

SENATE proceedings on the nomination of Frieda B. Hennock, FCC Commissioner, to be on the federal bench of New York's southern judicial district, portend to be drawn out, judged by guideposts of the past few weeks.

As yet no date has been set on a hearing of Comr. Hennock's nomination by President Truman for appointment to the bench [BROADCASTING • TELECASTING, June 18 et seq.].

Sen. Pat McCarran's Judiciary Committee, which must approve the nomination before the Senate can confirm the appointment, has named a subcommittee to hear the Commissioner.

Naming of the subcommittee, to be headed by Sen. McCarran, himself, took place July 2 but was never announced publicly.

Other members of the group are Sens. Willis Smith (D-N. C.) and Alexander Wiley (R-Wis.). Some observers saw in these appointments, the formation of a group who may be quite critical.

Sen. McCarran, Nevada Democrat, wields much influence as chairman of the powerful judiciary committee.

Sen. Wiley is a former chairman of the judiciary committee and holds high rank in the Republican Party. Comr. Hennock is a Democratic appointee.

Sen. Smith, a freshman in the upper chamber, served on the general council (1935-36), was a state delegate (1936-39), on board of governors (1941-44) and president of the American Bar Assn. 1945-46.

Comr. Hennock's appointment has been protested by the American Bar Assn. and also the New York city bar group. The ABA requested a holdover in hearings until at least July 15. Sen. McCarran has granted this request.

Sen. Wiley currently is with the Senate Foreign Relations Committee which is taking a quick, two-week look at Europe's economic progress. The Senator left Washington July 7 and is not due back until July 23. However, only two Senators of the subcommittee need be present for a quorum, and a third Senator could be appointed if needed.

Few comments were made last week in connection with the pending appointment. But it was learned that the Judiciary committee is not planning to set forth notice of hearing (day of hearing follows exactly one week after notice of hearing is given in the *Congressional Record* according to upper chamber procedure). It was said that the committee is waiting for "additional information."

CHAIRMEN NAMED

For NARTB Committee

SELECTION of chairmen to direc work of two NARTB committee was announced Thursday by Harol E. Fellows, NARTB president.

Robert D. Swezey, WDSU-T New Orleans, was appointed chair man of the new Television Progra Standards Committee, formed i line with a directive approved at June 22 program clinic for TV sta tions.

Frank U. Fletcher, WARL Ar ington, Va., was named chairma of a Legal & Legislative Advisor Committee, representing FM an independents on the group.

The TV program committe under orders of a hundred T broadcasters meeting in Washin ton, will make an immediate an thorough investigation of all a pects of promulgating standard for TV; consult with public, go ernment, civic and other specia groups; draft a proposed set standards for consideration by th NARTB membership.

In announcing the appointmen Mr. Fellows said: "Mr. Swezey one of the outstanding broadcaster in the nation and we are grateful that he is willing to take the tim and exert the effort in a majo project of the association."

Committee membership will b completed by mid-July. It will in clude NARTB directors, non-boar members and network representa tives, with geographical represent tion considered. First meeting the committee will be held in th near future. It will work closel with Mr. Fellows along with Chai man Justin Miller and Thad Brow NARTB TV manager.

Other members of Chairman Fletch er's committee are Frank M. Russel NBC, for TV and networks; Hugh Terry, KLZ Denver, medium AM sta tions; Robert T. Mason, WMRN Ma ion, Ohio, small AM stations; Joh H. DeWitt Jr., WSM-AM-TV Nash ville, large AM and TV stations.

The committee's function is ad visory and its duties are to advis the NARTB board and officers o radio-TV legal and legislativ problems. President Fellows wil call meetings.

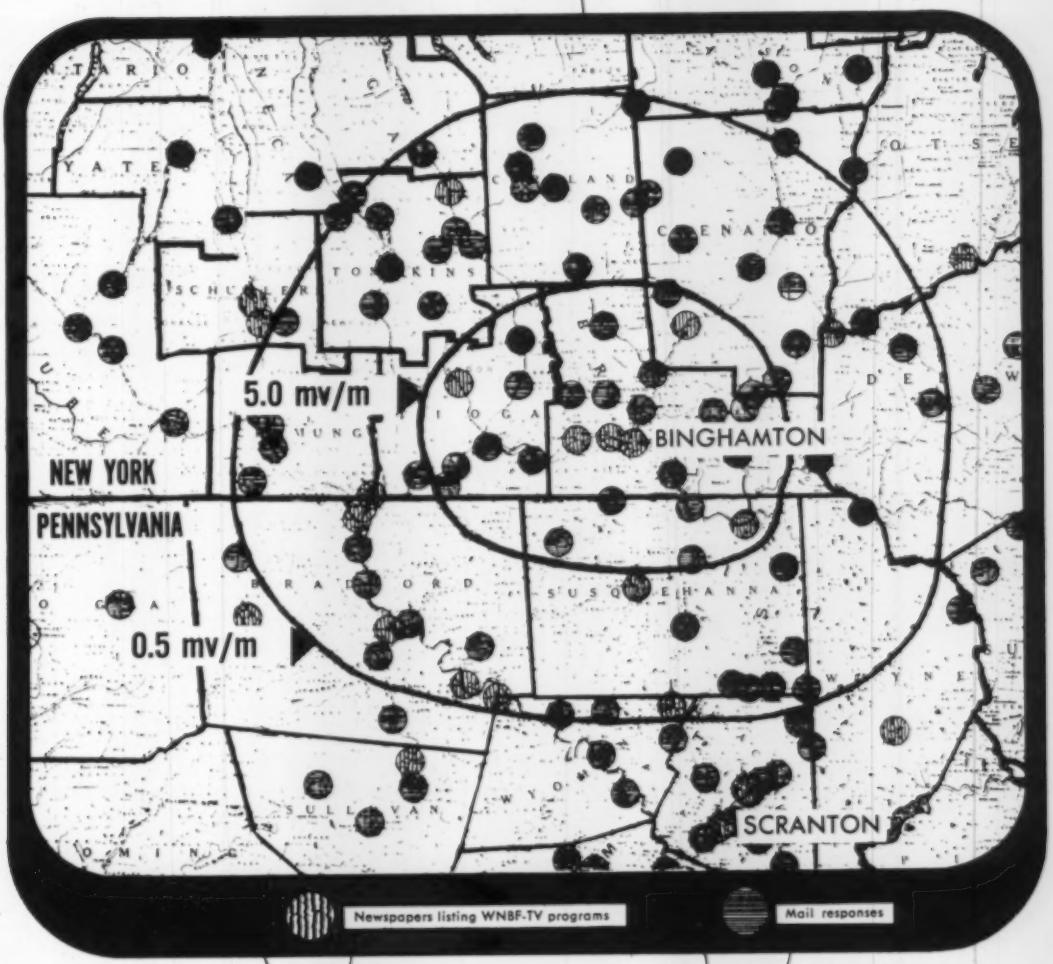
Sweetow Changing

ALAN R. SWEETOW, Schwim mer & Scott agency, Chicago, TV director, joins Sander Rodki agency, same city, as vice pres dent in charge of radio and TV He is account executive on De Met Pontiac, also Chicago, whic uses a heavy TV schedule.

WNBF TV

Binghamton, N. Y.

THE BEST TEST STATION IN NEW YORK STATE



ALL THIS AND SCRANTON, TOO!

the bolling company

exclusive national representative

TRANSIT FM CASE

Appeal Set For SCOTUS

REBUFFED in their joint efforts to obtain a rehearing on the constitutionality of FM-equipped vehicles, transitcasting forces in the District of Columbia last week moved ahead with plans to carry the fight to the nation's highest tribunal.

The controversial and bitter issue will be laid in the lap of the Supreme Court next October.

The issue, prompted by the recent decision of the U. S. Court of Appeals [BROADCASTING • TELECASTING, June 18, 11], is without juridical precedent in the history of SCOTUS or, for that matter, any other high court.

Upon action taken by the Supreme Court, if it agrees to review the case, hinges the future of transit radio in at least 14 cities, with an estimated $1.5 million tied up in equipment and an annual combined station gross revenue of approximately $1 million at stake. While Storecasting and other specialized services are not directly involved, authorities are certain to watch for ramifications touching on these new developments.

An appeal to the high court by Washington Transit Radio Inc. and others was assured last week as the U. S. Circuit Court of Appeals rejected a plea for review of the decision which, in effect, would prohibit all transit FM, though literally only "commercials" and "announcements."

Three groups — Washington Transit Radio Inc., Capital Transit Co. and the Public Utilities Commission for the District of Columbia—had asked the court to stay its mandate, vacate the judgment, grant a rehearing before the full nine-man body *en banc* and enter a judgment affirming the decision of the U. S. District Court handed down last year.

The refusal last Monday involved eight of the nine judges, one of them disqualifying himself. The original decision was given by three judges, with Judge Henry Edgerton delivering the opinion.

It was expected, though unconfirmed, that the transit radio firm, transportation company and utilities group would again file a joint plea for a writ of certiorari to the Supreme Court. The three forces filed a motion last Monday with the appellate court to stay the effective date of its mandate.

The court, which usually grants the request as a routine action within three or four days, had not granted the stay as of late Thursday. But authorities expressed little doubt that it would be given, thus enabling Washington Transit Radio Inc. to continue commercials and other announcements through WWDC-FM Washington. Deadline for filing for writ of certiorari is 90 days from June 1.

Perhaps the closest that the Supreme Court has come to a ruling related to commercial advertising are those cases involving the distribution of commercial advertising circulars. The court held while a city may prohibit the use of its streets for the distribution of purely commercial leaflets, it cannot prohibit the circulation of leaflets disseminating constitutionally protected information, merely because they also contain commercial advertising." Transit FM advocates argue that District transitcasts are not purely commercial.

Preparing Pleas

Attorneys at Pierson and Ball, representing Washington Transit Radio Inc., and at other law firms, representing CTC and PUC, last week were preparing their pleas for submission to the Supreme Court. The triumvirate will argue that the appellate court erred in certain findings, assumed authority which is "novel in its constitutional concepts" and disregarded "uncontradicted evidence" that riders are not a "captive audience" and, in fact, desire the broadcasts.

The decision to carry the fight to the high court was confirmed by the board of directors of Transit Radio Inc., parent firm, at a special meeting in Boone County, Ky., June 27.

FLEISCHMANN TO DPA

Nomination Sent to Hi

NOMINATION of Manly Fleisch mann, administrator of the Na tional Production Authority, t head up the nation's top produc tion agency—the Defense Produc tion Administration—was sent u to Capitol Hill by President Tru man last Tuesday.

If confirmed by the upper cham ber, Mr. Fleischmann, a Buffal attorney, would succeed Edwi Gibson, acting DPA administra tor who has been filling in since the resignation of William H Harrison. In that position, Mr Fleischmann would hold the tw top production posts in the nation mobilization program. DPA is th policy-making agency for produc tion requirements, while NPA ad ministers actual allocation con trols.

ABBB Names Hardy

RALPH W. HARDY, NARTB gov ernment relations director, has bee elected a member of the board o governors of Assn. of Better Bus ness Bureaus, one of four member to represent ABBB's District 1. H serves a one-year term startin Aug. 1. Election to the board fo lowed an address Mr. Hardy mad before ABBB's annual conferenc at Colorado Springs last month He spoke on the topic, "What Ca Business Do to Increase the Be lievability of Its Advertising."

NOW — get the NEW FACTS about the NEW WAAB!

The latest (June, 1951) Hooper Index proves the amazing progress of WAAB's NEW owner-management in just six months! In one important two-hour across-the-board segment (mainly free of prior network commitments) the NEW WAAB has almost TRIPLED its audience; and is NOW in a practical tie for first with its two long-dominant competitors! In every segment, our ratings are up!

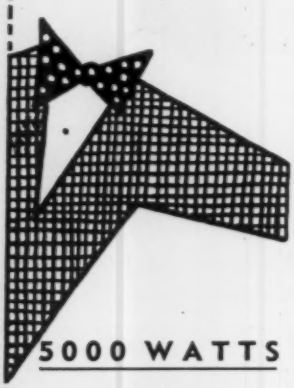
But, the BIG CHANGE is yet to come!

Come October 15, the NEW WAAB will be all NEW!

Our new dominance in local programming will bolster the added strength of our NEW Basic ABC Network affiliation!

Already, our representatives will show you—

— MORE LISTENERS FOR THE DOLLAR —



5000 WATTS

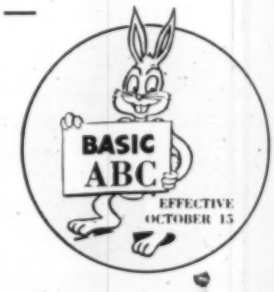
COVERAGE THAT COUNTS for less than ½ THE COST!

Call EVERETT-McKINNEY, INCORPORATED

NEW YORK ● CHICAGO ● SAN FRANCISCO ● LOS ANGELES

WAAB WORCESTER, MASS.

LISTENERS MULTIPLYING LIKE WAABITS



What's Louisville Got-

BESIDE

Beautiful Women?!?

Louisville's 3-county Metropolitan Area ranks ahead of Metropolitan Memphis, Miami or Omaha in both Retail Sales and Effective Buying Income.*

Louisville's WAVE gets a Daytime BMB Audience of 238,490 families. Its BMB Area contains less than a third as many people as Kentucky's total, but *accounts for 66.2% as much Food Sales as the entire State.*

WAVE-TV pioneered in Kentucky . . . is now far and away Louisville's favorite television station. It is Channel 5 — NBC, ABC and Dumont. There are 90,526 TV receivers in and around Louisville.

Make WAVE and WAVE-TV your Kentucky choices. Free & Peters can give you all the facts.

**Sales Management Survey of Buying Power, May 10, 1950*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.67 billion, as against $2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

*The WAVE-TV Coverage Area contains 256,400 families.

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

Stanley Schloeder:

RUTHRAUFF & RYAN, Inc.

"BROADCASTING Marketbook is comprehensive, constructive and extremely useful."

Coy Summoned

(Continued from page 27)

March 14 proposed to grant consent to WMIE for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself [BROADCASTING • TELECASTING, May 21, March 19]. Mr. McBride is principal stockholder in Sun Coast.

The Senate Crime group has taken the FCC to task for its examiner's conclusion that the Continental Press, a national racing news wire, of which Mr. McBride was once owner, has not violated any laws and that no evidence was produced during the WMIE transfer hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.

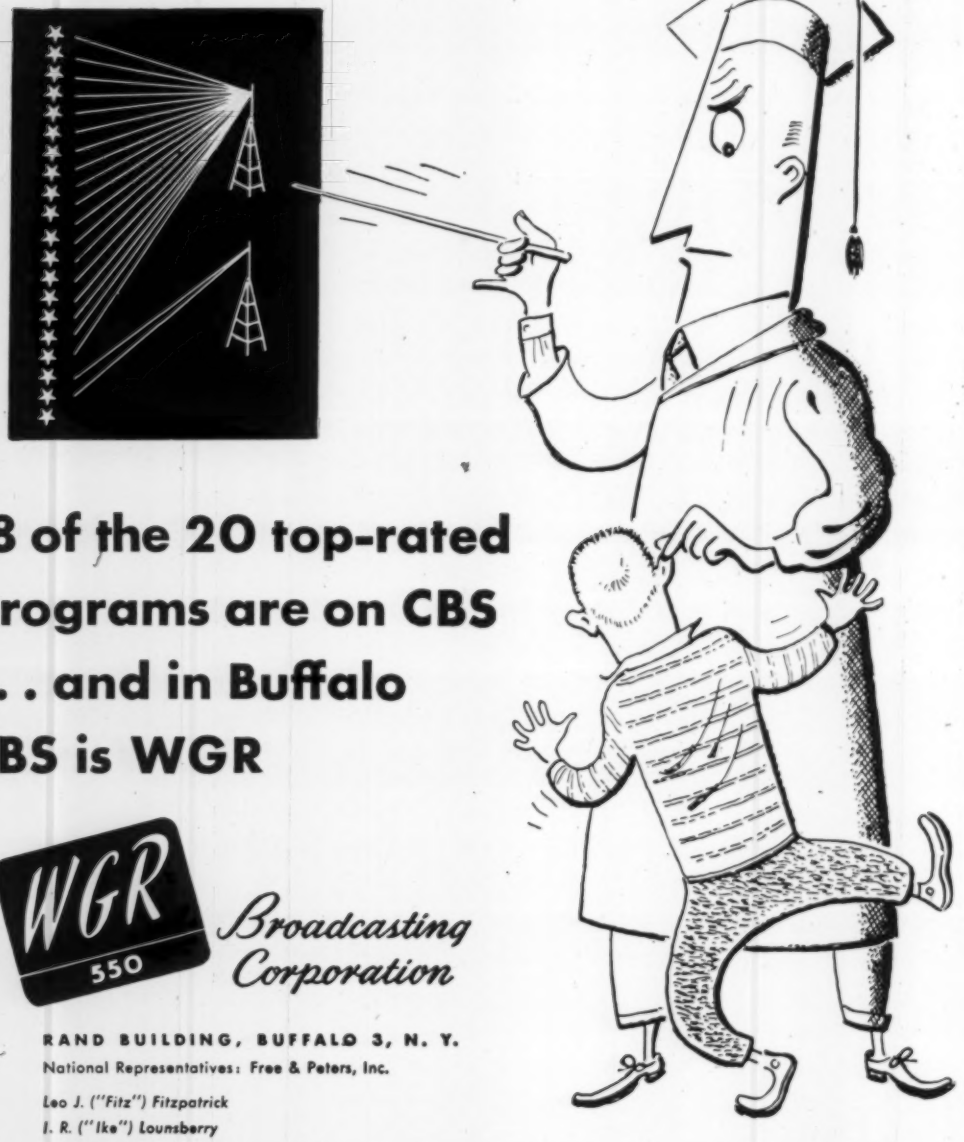
This decision was challenged by Sen. Estes Kefauver (D-Tenn.), former chairman of the Senate Crime group, which had charged that Continental Press is linked with organized gambling.

Tax Returns

FCC, it was disclosed early last month, wanted to take another look at the income tax returns of Mr. McBride and his son, Edward J. McBride, and also confer with the Bureau of Internal Revenue employes "who conducted the investigation of the McBrides" for the bureau [BROADCASTING • TELECASTING, June 4].

Meanwhile, the case has been held in abeyance by a Commission order staying the examiner's decision.

The Commerce committee is scheduled to take over the function of the crime investigating unit in the upper chamber in September.


18 of the 20 top-rated programs are on CBS
. . . and in Buffalo
CBS is WGR
WGR
550
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WELS TRANSFER

Made Hearing Issue

ALLEGED stock transfers "without prior consent" of the FCC have been injected by the Commission into the hearing on the competitive applications of WELS and WFTC Kinston, N. C., for improved facilities on 960 kc. The new issue came up when WELS filed an application for transfer of control which the Commission claimed "had already been consummated."

Because of these allegations, the Commission has designated the transfer application for hearing in the consolidated proceeding and stated it would seek "to determine the legal qualifications of Farmers Broadcasting Service Inc., its officers, directors and stockholders, to construct and operate Station WELS as proposed." The consolidated hearing was postponed last week until Aug. 1.

The competitive applications were first ordered for consolidated hearing last March when WELS, now on 1230 kc with 250 w fulltime, asked for 1 kw fulltime on 960 kc and WFTC, at present assigned 1 kw daytime on 1010 kc, requested 5 kw day, 1 kw night on 960 kc.

The WELS transfer application was filed May 1. It requested relinquishment of negative control by Ernest L. Scott, Jack Siegel and Robert E. Wasdon through issuance of new stock to eight new stockholders and sale of Mr. Wasdon's interest to Mr. Scott.

Among issues to be included in the hearing, according to FCC, are the following:

To obtain full information as to all contracts, agreements, or understandings, past or present, between Robert E. Wasdon, E. L. Scott and Jack Siegel on the one hand, collectively or individually, and Leroy Arnold, Irwin Berger, Forest H. Smith, G. W. Carter, A. D. Harris, P. T. Meyers, Clifton Rice and Edwin J. Schuffman, on the other hand, collectively or individually, relating to the sale, assignment or transfer of any of the stock of Farmers Broadcasting Service Inc. . . .

To determine the authority and control exercised by E. L. Scott, Jack Siegel and Robert E. Wasdon from Sept. 21, 1950 to date.

To determine the disposition since Sept. 21, 1950 of income received from the operation of Station WELS and the manner and authority for such disposition.

To determine whether Farmers Broadcasting Service Inc. has at any time since Sept. 21, 1950 been controlled or operated by persons without a license or construction permit therefor and in violation of Section 301 of the Communications Act. . . .

WM. FRANKLIN

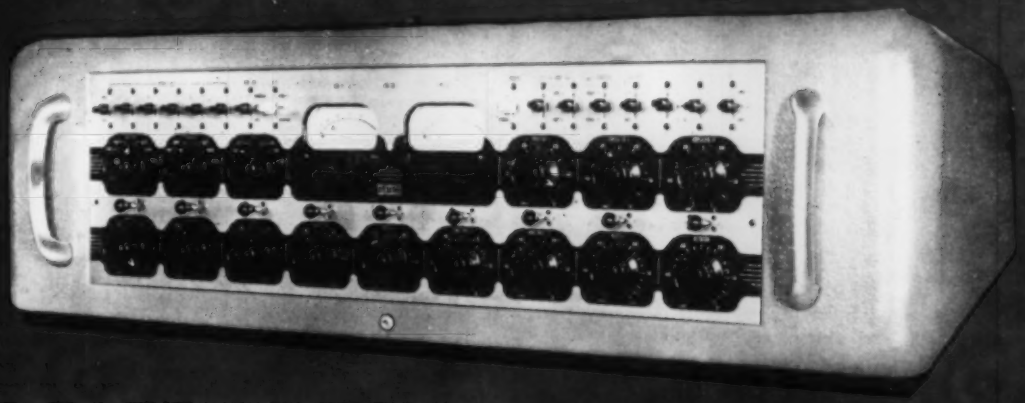
WLCR Manager Dies at 46

WILLIAM C. B. FRANKLIN, 46, station and sales manager of WLCR Torrington, Conn., died July 11 at his home in Torrington.

Prior to going to Torrington a year ago, Mr. Franklin was associated with radio stations in Meriden, Conn.; Providence, R. I., and Syracuse, N. Y., his native city. Surviving are his widow, a son, William, and his mother, Mrs. Harriet Franklin, all of Torrington, and a sister, Mrs. Frank B. Sturdevant of Williamville, N. Y.

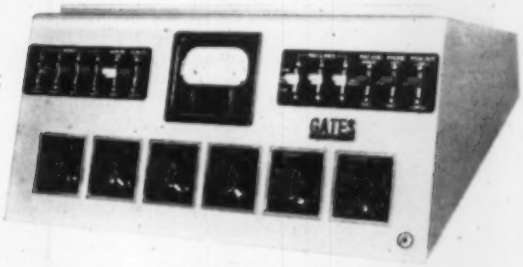
DEPENDABLE GATES SPEECH INPUT EQUIPMENT

Meets Your Requirements Today - and Tomorrow!



Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the **expandability** of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.



52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

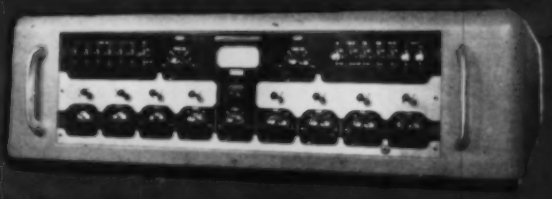
GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

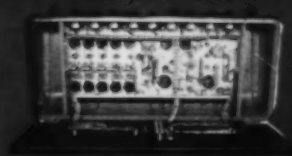
Consisting of the main console and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels: five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five 3-stage preamplifiers and two 4-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply unit. Space is provided in console for two additional preamplifiers if needed. Sub-chassis units are individually removable for servicing without disrupting operation of balance of console.



SA-40 SPEECH INPUT CONSOLE



Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. Of modern design, it is extensively equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for net-remote. Seven amplifiers include five 3-stage preamplifiers, one 4-stage program amplifier and one 2-stage monitoring amplifier. Provision is made for connecting external mixing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

GATES RADIO COMPANY • MANUFACTURING ENGINEERS • QUINCY, ILLINOIS, U. S. A.

VOICE FUND CUT

'Slanting' Charges Aired on Hill

FUNDS for the State Dept.'s Voice of America were wrung through a legislative wringer on Capitol Hill last week amid charges that the overseas radio arm has been serving as a dummy for the ventriloquistic propaganda of Soviet sympathizers in the United States.

In an almost unprecedented move, the Senate Judiciary Internal Security Subcommittee, headed by Sen. Pat McCarran (D-Nev.), last week held a series of super-secret sessions, with the Senate's State Dept. Appropriations subcommittee sitting in attendance, to hear testimony that Voice broadcasts to USSR satellite countries have been "slanted" out of VOA's New York office.

Concurrently the House Appropriations Committee recommended a sharp reduction in 1951-52 expenses for the U. S. information program—from $115 million to $85 million—with proportionate cuts in the Voice program. Voice officials had sought $25 million for radio broadcasting activities alone.

Observers generally differed on the evaluation to be placed on testimony given by witnesses during the security sessions. But Sen. McCarran was categorical in his statement that "facts have been developed which show definite Communist slanting of the Voice. . . ." Such a situation, he held, "may be justification for a very radical cut in the $115 million appropriation." Others labeled the testimony as "hearsay" and said more checking would be necessary.

Plans Probe

The State Dept. later announced that it would launch its own investigation of these charges. The probe was hailed by Sen. McCarran as one which should prove "very worthwhile."

Upwards of a dozen witnesses—described as "experts" in analyzing radio broadcasts, and one of them as a Hungarian-born language translator—testified before the internal security group, as the Senate Appropriations subcommittee, of which Sen. McCarran also is chairman, sat in as observers.

Last Tuesday the full Senate Appropriations Committee held hearings on the State Dept. expenditure bill, receiving testimony from Edward W. Barrett, Assistant Secretary of State for Public Affairs, who reported on progress of the Voice program. It also was understood that Secretary Barrett requested restoration of the 90% cut in the Voice $97.5 million supplemental.

In reporting out the fiscal 1952 State Dept. budget, the House committee approved funds (not specified) for the addition of six new language desks, but denied a request for $2,834,000 to purchase radio sets for free distribution abroad. These sets are being made for around $15 per unit under similar funds allowed by Congress last year.

Changes in FCC?

(Continued from page 23)

definite period is stipulated. In Comr. Walker's case, nothing was specified. Thus, Comr. Walker, at his option, or at the option of the President, could retire at any time.

The other three Commissioners —Rosel H. Hyde, whose term expires next June 30; Comdr. Edward M. Webster, whose term runs until 1956; and George E. Sterling, with a tenure until 1957—are expected to remain. Mr. Hyde, an Idaho Republican, is a career member of the Commission, having risen through the ranks from docket clerk in 1928.

The present Commission comprises three Democrats (Coy, Walker and Hennock), three Republicans (Hyde, Jones and Sterling) and one Independent (Webster). Under the statute, not more than four members of the same political party may serve on the Commission. Hence it is reasonably expected that replacements will be on an identical party basis in view of the presence of one Independent on the Commission. Actually, there could be four Democrats under the present administration.

Richard Grahl:

WILLIAM ESTY

"BROADCASTING Marketbook is highly useful and a great time saver for arriving at estimated costs."

LAVERY SUIT

ABC Among Eight Defendants

WITH ABC and Town Hall Inc. included among eight defendants, the trial of a $1 million slander suit brought by Emmet Lavery, playwright and screen writer, against Mrs. Lela Rogers, over a *Town Hall* debate on Sept. 2, 1947, got under way in Los Angeles Superior Court last week. The trial is expected to last at least three weeks. Suit was filed eight days after the broadcast.

Mr. Lavery charges that during ABC's *Town Hall* program debate on "Is There Really a Communist Threat in Hollywood?" he was unjustly accused of Communist sympathies by Mrs. Rogers. He also claims she referred to his play, "Gentleman from Athens," as being unpatriotic and following Communist lines. Part of the $1 million asked is because of this "disparagement of property."

Mrs. Rogers and State Senator Jack B. Tenney took the affirmative side, while Mr. Lavery and Albert Dekker, actor, took the negative, during the radio debate. Mrs. Rogers is the mother of film star Ginger Rogers.

Also named as defendants are Morris Ryskind, producer and writer; Robert Arthur, producer; Ann Rand, novelist, and Frank O'Connor, her ranger husband; estates of Sam Wood, director, and James J. McGuinness, producer. The latter two have died since the broadcast. Another damage suit, filed by Martin A. Gosch, producer of the Lavery play, asking the same sum, is pending against Mrs. Rogers. Its disposition is expected to depend upon outcome of current trial.

Reserve Board Hit

(Continued from page 29)

measuring the overall supply of credit and money and the soundness of the credit structure and resultant impact.

Mr. Martin also questioned whether the present terms on radio-TV sets and other appliances "are as serious a factor in the immediate problems" confronting industries as their spokesmen would represent.

MBA CLINIC

Rates, Programming Topic

Chatting at the Mississippi Broadcasters Assn. sales clinic in Jackson are (l to r) Bob Evans, WELO Tupelo; Mr. Ryan and P. B. Hinman, WROX Clarksdale.

* * *

LOCAL programming and rate rates were leading topics at the Program and Sales Clinic held under the auspices of the Mississippi Broadcasters Assn. in Jackson June 28-29.

Opening day was devoted to programming, with local programming favored over transcribed cooperative shows. Opening sessions were jointly sponsored by MBA and BMI.

Program personnel were urged to air as many local presentations as possible, particularly at stations with staffs of fewer than six members.

Block programming was discussed by Robert Rounsaville, president and general manager of WQXI Atlanta, Ga., who told radiomen his station was able to double its Sunday rates because of its benefits. Dr. Gordon Graham, WCBS New York, also spoke to representatives of 5 kw and 25 w outlets. One-day session was coordinated by P. B. Hinman, MBA president, and Dorsey Owings, BMI representative.

The second day was given over to discussion of rates. William B. Ryan, BAB president, told the Mississippi broadcasters that "the call of the moment is to be important in your community.

"Radio is going through the same process that every other media has gone through in the face of major competition," said Mr. Ryan, "and there's a great need to restudy the basic fundamentals of radio's position."

As for radio rates, Mr. Ryan said: "When you don't maintain your list prices you're in a bad way with the buyer. He can't have faith in the prices quoted, and never knows when he is getting the right price."

Mr. Ryan cautioned also: "Don't let the cutthroat guy in your city ruin your standards."

The executive board of MBA made plans for broadcasting the Mississippi State and Ole Miss football games this fall on a statewide basis. Gene Tibbett, manager of WLOX Biloxi, was named chairman of the football committee.

RADIO OUTSELLS NEWSPAPERS 60%

➔ *See Centerspread This Issue* ←

•

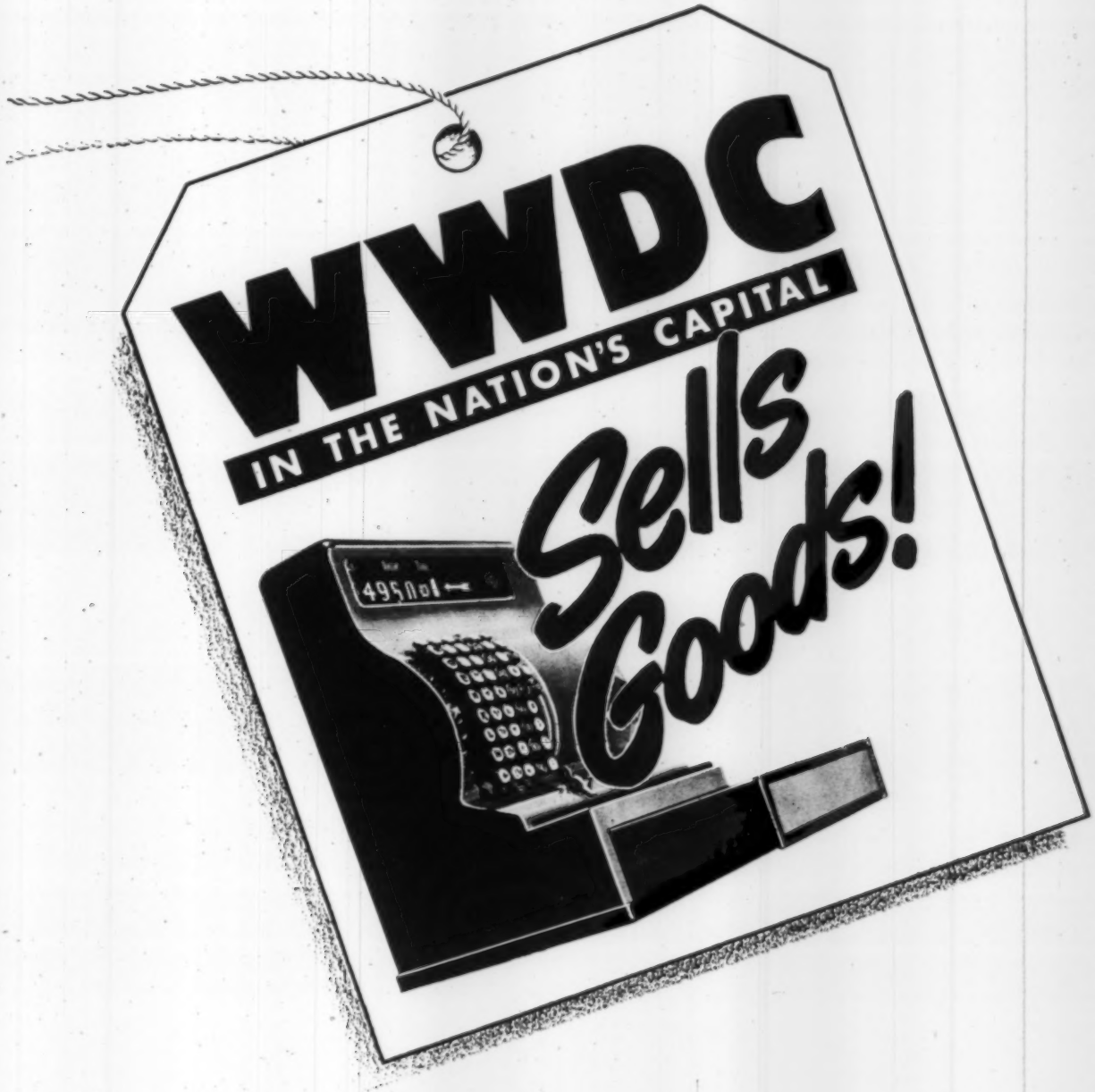
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



Radio salesmen in Washington lead tough lives. It's root hog or die for them. A dozen other guys are breathing down their necks every day for that advertising buck.

The reason: The Washington area has no less than 17 radio stations! And in addition, 4 daily newspapers, 4 television stations.

But WWDC salesmen thrive on this competition. For just one reason . . . *WWDC sells goods!* . . . at low, low cost.

We always knew this fact. Now we've proved it with a series of tests as tough as the Advertising Research Bureau could make them.

We stacked WWDC up against big daily papers in direct competition to see which pulled best. We had our fingers crossed, but we're happy with the results.

We'd like you to see the figures . . . just ask your Blair man, or drop us a line.

5000 WATTS—24 HOURS A DAY

WASHINGTON, D. C. WWDC

ABC-UPT Merger

(Continued from page 28)

drawn heavily from the older entertainment media—the stage, radio and motion pictures. We believe that television should now concentrate more on the cultivation of the great strength which it has and the other media lack.

Future programming must tap the stream of spontaneous occurrences of everyday life, reproducing the infinite variety of activities in the industrial, social, political and academic fields with which the people of this nation are concerned.

ABC's balance sheet, dated April 30, showed total assets and liabilities of $27,723,902.80. Total current assets were $10,153,914.72 with plant and equipment totaling $8,734,227.42 and intangibles at cost totaling $8,756,619.89. Total current liabilities were given as $5,158,799.20 with long term debt given as $8,055,707.64. Capital stock issued and outstanding was listed as $1,689,017, with paid-in surplus totaling $8,843,967.29 and earned surplus $3,976,402.67.

AB-PTI's board of directors would have 18 members—the present 13 UPT directors and five from the present ABC board. ABC's representation would includes Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17, it was pointed out.

upcoming

July 18: FCC Chairman Wayne Coy testifies before Senate Interstate Committee, Room G-16, Capitol, 10 a.m.

July 23: FCC City-by-City TV Allocations Proceeding Begins, Washington.
July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland, Ore.
July 26: BMI Clinic, San Francisco.

WHKY-FM DIES

N. C. Station Ceases

WHKY-FM Hickory, N. C., Class B outlet on Channel 275 (102.9 mc) with effective radiated power of 210 kw, has ceased operations, it was learned last week. Station was companion to WHKY there, licensed to Catawba Valley Broadcasting Co. Carl V. Cline is president.

WHKY-FM is reported to have left the air June 30, asking listeners to tune to another southern high powered-FM outlet which returned to the air the following day, WMIT (FM) Clingman's Peak, N. C. [BROADCASTING • TELECASTING, July 2].

It was understood WHKY-FM ceased operations due to the lack of listener acceptance of FM in that area. The station was first authorized in 1946 and began operation in early 1948.

Auto Dealers

(Continued from page 26)

has purchased two spots daily on KABC, 20 spots weekly on KITE San Antonio and two play-by-play broadcasts weekly of the San Antonio Missions baseball games on KCOR San Antonio. Bob Hollero is the agency handling the account. He also does play-by-play for baseball broadcasts. John W. Frase, Jr. is the station representative handling the sale.

Important Operation

An official of Buxton Motors, of Portland, Ore., wrote to KXL: "I consider your station a most important part of my operation. You have brought many, many new customers into Buxton Motors and I feel KXL has been the most valuable advertising medium I have ever used."

In February 1949 the motor company purchased five 15-minute newscasts a week, 8-8:15 a.m. The schedule has continued since that time. The original signing was partly due to the fact that the manager of the firm had been a listener to the program. He felt that the time was ideal to catch drivers before they left home for work.

Copy for the show features new and used cars and the shop service offered by the advertiser. Spot announcements are used to supplement newscasts when new models come onto the market. Sales have been made to people from all parts of the area.

In Boston, the Hillman-Minx British Motor Car Co. started a campaign a year ago with a series of five one-minute announcements each week on the Nelson Bragg *Morning Watch* show on WCOP.

The number of leads which ultimately resulted in sales was such that the 13-week contract signed at that time has been renewed four times.

A letter from the general manager of the firm says: "Since we have spread the word through Nelson Bragg, we have had a very definite response in sales volume directly attributable to station WCOP."

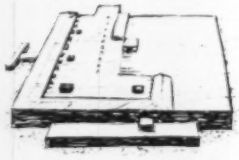
Good Drawing Power

Ernie Majer Inc., Spokane, has sponsored two quarter-hour news programs, 10-10:15 p.m., Sunday and Wednesday, on KXLY Spokane since Feb. 2, 1941.

In a letter to the station Mr. Majer said: ". . . . Throughout the years, we have made spot checks on individual items and services to test the drawing power of your radio station's programs. In no instance have we been disappointed with the result obtained."

The commercials on the program feature new Ford cars and Ford service as well as used cars. During the summer months special additional programs and announcements featuring summer automobile service are used.

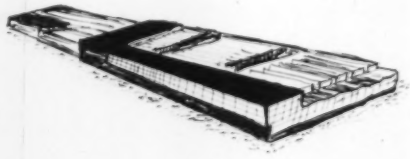
The Fisher Body Tank Plant, to be operated just outside Flint, under a $195,000,000 order from the Army.



Buick Motor Division, with $65,000,000 in Government Contracts; Fisher Body, with $195,000,000; AC Sparkplug, with $35,000,000; Chevrolet, with a tremendous sum in contracts—these mean a continually growing, **booming** Flint—a Flint with more money . . . eager to spend it!

This means . . .

Part of the new Buick Plant for the production of jet engines . . . part of a $25,000,000 initial expenditure for jet production in Flint.



. . . that this will continue! . . .

910 KC

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY

THE KATZ AGENCY

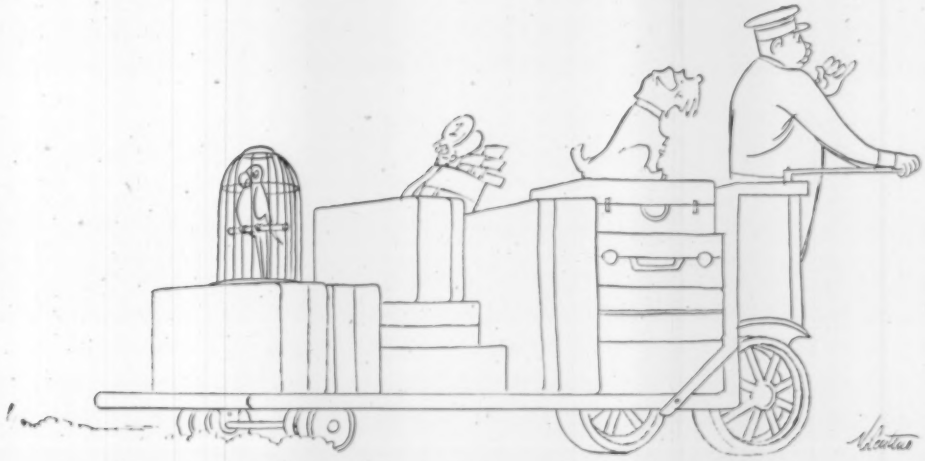
Flint has an effective buying income, per family, of $6134 per year (higher than New York, Chicago, Cleveland, Detroit)—**$1613 above the national average!** Best of all, Flint's prosperity is stationary! Huge defense contracts still to come assure a continuing ability among Flint people to **buy**—regardless of the future—thanks to the great General Motors installations here.

Sell where the MONEY is . . .
where money is SPENT!
Sell FLINT through its
first station*
WFDF

* See your latest Hooper!

Associated with: WOOD Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

There is always a most efficient way to do a job . . .



For your **SELLING** job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

If you're fishing for greater sales impact — increased sales, then the **Rocky Mountain Broadcasting System** is the "stream" for you.

Drop your bait in a five-state market of better than 400,000 radio homes spending nearly 2 billion dollars for retail goods. And that isn't counting the "schools" of summer tourists which bring you a multi-million dollar vacation trade.

We've got the tackle . . . you've got the bait. At just $55 per cast (52 or more Class "B" announcements) we'll drag 'em in.

ROCKY MOUNTAIN BROADCASTING SYSTEM SALT LAKE CITY

PRES. F. C. CARMAN . . . VICE PRES. S. JOHN SCHILE

Represented by

GEO. P. HOLLINGBERY CO.

WEOL SUIT

Asks $1 Million Damages Of 'Lorain Journal'

TOTAL damages of nearly $1 million were asked last week by WEOL Elyria, Ohio, against the Lorain Journal Co., and three of its officers. Suit was filed in U. S. District Court, Northern District of Ohio [CLOSED CIRCUIT, July 9].

The newspaper has been adjudged in violation of the anti-trust laws by the district court following complaint by the U. S. Dept. of Justice, entering final judgment last Jan. 5. The U. S. Supreme Court on April 30 noted probable jurisdiction in the case [BROADCASTING • TELECASTING, May 7, Jan. 8]. The case comes before the Supreme Court next autumn.

Named as defendants with the newspaper are Samuel A. Horvitz, vice president, secretary and director; Isadore Horvitz, president, treasurer and director, and L. P. Self, business manager.

Damage suit grows out of the newspaper's competitive tactics. According to the complaint by WEOL, the newspaper caused advertisers "to refrain from using the facilities" of the station and "to withdraw the use of those facilities."

The station contends the newspaper tried to force it out of the broadcasting business "and thus to secure to themselves a monopoly of the advertising patronage of local and national merchants who desire to reach prospective purchasers in Elyria and Lorain."

Station's Charges

WEOL charges the newspaper cancelled contracts of its advertisers who also bought time on the station and refused to accept advertisements from firms that had used WEOL. It charges the newspaper would not carry WEOL logs though Cleveland station logs were printed free, and that it refused to accept paid classified advertising offered by WEOL.

The newspaper is charged with influencing merchants not to advertise on WEOL by publicizing the *Journal's* general policy not to accept advertising from those who advertised on the station.

All these actions, WEOL alleges, kept merchants, manufacturers and service firms from buying time on WEOL and the station's advertising volume "is substantially less than that enjoyed by other radio broadcasting stations similarly situated."

The complaint continues: "Since the number of persons, firms, associations, organizations and corporations which have been free to advertise over WEOL has been decidedly below the number which can be served, such advertisers as have used the radio broadcasting facilities of WEOL have been able to secure contracts for time at sums considerably less than that which would have been reasonable and applicable had advertisers been free to choose the manner in which they desired to allocate their advertising budgets." As a result, WEOL continues, it has not been able to charge rates comparable with those charged by other broadcasting companies similarly situated.

Because of its loss in net income, competitive position and going-concern value, along with difficulty of keeping a competent staff and of financing improvements, stockholders have suffered, it is charged.

Judgment of $328,000 is claimed, or $984,000 for triple damages. Signing the complaint were Marcus Cohn, Paul A. Porter and Herbert A. Rosenthal, as attorneys for the station.

LEE ESTATE

Daughters Get Settlement

COMPROMISE settlement under which the two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, will receive a total of $300,000 from the $12,726,944 estate of his late son Thomas S. Lee, was approved by Superior Court Judge John G. Clark in Los Angeles last week upon petition of Public Administrator Ben H. Brown, who is in charge of the estate pending distribution.

The two sisters, Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, receive $150,000 each through the settlement. They must pay their own attorneys and other costs. Originally, the sisters had claimed a third each of the Thomas Lee estate [BROADCASTING • TELECASTING, July 9].

Young Lee's will, leaving the entire estate to an uncle by marriage, R. Dwight Merrill, Seattle lumberman, also was contested by his maternal aunt, Mrs. Nora Patee. She dropped the contest recently after making a reported settlement with Mr. Merrill. Exact terms of that settlement, however, have not been made public.

Records show that the compromise settlement with the sisters was executed with both Mrs. Patee and Mr. Merrill.

Thomas McDermott:

N. W. AYER

"Your 1951 Marketbook should surpass your excellent 1950 Marketbook which I am still using."

Truscon Tower Engineering is the answer!

Meeting tower construction emergencies of all kinds... solving tower problems big and small... being *on the job* with knowledge and skill that *gets the job done... that's the type of service which has made Truscon a world leader in radio tower engineering!*

Truscon experience embraces all types of topographical and meteorological conditions... and supplying many different tower types: guyed or self-supporting... tapered or uniform in cross-section... for AM, FM, TV, or microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON TOWERS
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED
TRUSCON COPPER MESH GROUND SCREEN

SET MAINTENANCE

Assured by NPA Action

ASSURANCES that the nation's radio and TV sets will be maintained in good working order for the emergency and that manufacturers will be allotted a reasonable share of raw materials for consumer goods were firmly backed up by the government last week.

The action that spoke louder than any words came as the National Production Authority directed manufacturers of AM-FM-TV combinations and table models, as well as phonographs and other household appliances, to file for allotments for the fourth quarter, beginning Oct. 1.

At the same time NPA issued regulations designed to assure adequate replacement parts for home-type receivers at the repair shop level.

Both plans had been under study by the government for some time and stemmed largely from requests for such relief at the initiative of electronics distributors and related groups [BROADCASTING • TELECASTING, June 18, 11].

Under the government's revised Class B Product List, household radio receivers and TV sets, recorders, phonographs and other equipment would be lumped with commercial broadcast equipment, for which manufacturers have applied for controlled materials allotments. All manufacturers of these and other appliances using steel, copper and aluminum are affected.

NPA stressed that it took this action "to insure an equitable share of controlled materials for these industries if it is decided to include them under CMP in the fourth quarter." Household goods, while redesignated as Class B products, are still technically outside the CMP fold and manufacturers have been competing in the open market for raw materials in past quarters.

Manufacturers of radio-TV-phonograph items are asked to file on Form CMP-4B, sending their applications to NPA, Washington 25, D. C. Reference to CMP Class B on the envelope would be helpful.

Applications can be obtained from field offices of the Dept. of Commerce and must be submitted by July 31, NPA said. In cases involving manufacturers of other than consumer goods who filed for third quarter allotments, NPA said it would mail the forms and instruction sheets to them. The forms must include all anticipated requirements for steel, copper and aluminum to be used for the fourth quarter, as well as for the first nine months of 1952.

The government's new MRO order (maintenance, repair and operation) involves no application from repair shops and is, in fact, a self-allotment procedure.

The term "repairmen" is defined to include those connected with a "radio and/or television repair shop" or "domestic appliance repair shop." The repairmen applies a rating on materials, not to exceed 20 tons of carbon steel, 500 pounds of copper and copper-base alloys and 500 pounds of aluminum for each quarter.

Under another new directive, allotments for materials for MRO are placed directly under CMP with manufacturers of commercial and consumer electronics equipment computing requirements under CMP Regulation 1 rather than extending their own MRO symbols. Standard quota is 30% of MRO materials bought during 1950.

These actions came as the Defense Production Administration made public allotments to individual industries during the present third quarter. Similar data is under study for the fourth quarter.

As allotted to NPA industry divisions, communications, electronics and electrical equipment—and consumer durables—ranked high in point of steel, copper and aluminum poundage. A top allottee was the building materials industry. Electronics' greatest allocation was in aluminum in which it dwarfed communications equipment.

Restrictions

Both copper and aluminum came in for severe restrictions, with respect to new construction, under an amended NPA directive. Earlier broadcasters had no clear indication on the raw materials phase, though they were told that approval of any authorization to build new facilities would not necessarily carry with it priority ratings for these vital metals.

Another thorny problem involves installation of additional equipment under a $2,000 ceiling imposed by NPA in so-called "permissive cases" not requiring its authorization. Some broadcasters have expressed doubt they can make installation changes for less than the amount, and also have contended that TV transmitters are "personal property" and not part of station construction. NPA set the $2,000 exemption eliminating references to fixtures and equipment and specifically citing video transmitters as attachable personal property, thus giving the broadcast industry a moral victory.

To help resolve confused government thinking, NARTB is preparing a compilation setting forth the amount of materials required for broadcast equipment, such as transmitter towers, transmitters, etc. NARTB wants to find out what poundage would be involved in cases for power increases, installation of new equipment, addition

(Continued on page 75)

23,320 Returns from ONE Announcement!

That's an advertiser's success story on WGN... and that's a story that should startle you crepe-hangers who have been writing radio's obituary.

Throw away the crepe—join the smart advertisers who use WGN (**still reaching more homes per week than any other Chicago station***—bar none).

*1949 BMB

A Clear Channel Station... Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
638 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

COMING TO YOUR STATE
THE BMI PROGRAM CLINIC

PLAN NOW TO ATTEND

Watch for the date and announcements from your State Broadcasters Association

A TIMELY AND VALUABLE EXCHANGE OF THOUGHTS AND IDEAS ON EVERY IMPORTANT PHASE OF PROGRAMMING BY SPECIALISTS

BASED UPON SUCCESSFUL OPERATIONS AND PRACTICAL EXPERIENCE

Station Owners and Managers Themselves Say:

"These Clinics are of importance to everybody holding a key position in broadcasting."

- MANAGERS
- PROGRAM DIRECTORS
- MUSIC DIRECTORS
- MUSIC LIBRARIANS
- ANNOUNCERS
- SALES MANAGERS
- SALESMEN
- PROMOTION DIRECTORS
- PUBLICITY DIRECTORS
- DISC JOCKEYS

Each Clinic comes loaded with shirt-sleeve talks by recognized experts in their field; down-to-earth discussions of programming problems; and such phases of broadcasting as modern uses of news and music; Station public relations; how to make the most of the tools of your trade; what management expects from its program department; handling of rural and farm programs; importance of the disc jockey; small station operations; your music library; copyright matters and many other pertinent topics.

"Better Programming Requires More *Thought* Not More Dollars"

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

THE LATEST WCKY STORY

WCKY OUTSELLS NEWSPAPERS 60%

FOR

POGUE'S AND SHILLITO'S,

CINCINNATI'S TWO LARGEST DEPARTMENT STORES

In a survey conducted in Cincinnati by Advertisers' Research Bureau, Inc. of Seattle, equal amounts of advertising money were spent on newspapers and on WCKY for the same item. Point of sale interviews by A.R.B.I. shows:

1. WCKY IS MORE EFFECTIVE IN PRODUCING TRAFFIC

43.5% of all traffic came in as a result of radio advertising.
35.5% as a result of newspaper advertising.

2. WCKY DOES A BETTER SELLING JOB THAN NEWSPAPERS

84.8% of the Radio Traffic purchased and 70.4% of the Newspaper Traffic purchased. WCKY sold 51.0% of the total dollar volume and newspapers 31.8%

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR WITH A NEW 1951 GE TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

THE COMBINED ARBI SURVEY FOR THE TWO STORES

	RADIO	NEWSPAPER	BOTH	OTHER	TOTAL
% TRAFFIC	43.5	35.5	10.5	10.5	100.0
% PURCHASING	84.8	70.4	62.5	62.5	75.0
% DOLLAR VOLUME OF PURCHASES	51.0	31.8	12.1	5.1	100.0

(Copies of ARBI Survey available on request.)

INVEST YOUR ADVERTISING DOLLAR WHERE IT WILL PRODUCE SALES

INVEST IT WCKY's-ly

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

The Mike Is Mightier . . .

WHATEVER the outcome, the history-making use of radio to arrange the Korean truce conferences clearly demonstrated that broadcasting has achieved a definite status as an instrument of international relations.

We think it important to point out that all negotiations leading to the cease-fire meetings were carried out over existing radio systems.

Mr. Malik put out the Communists' peace-feeler on a regular UN program carried in the U. S. by CBS. General Ridgway sent his instructions by Voice of America stations, and the North Koreans and Chinese commanders replied by the official Red Chinese station at Peiping. The fact that the hostile parties met on schedule at Kaesong must dispel any doubts that overseas broadcasts are not listened to.

There is a lesson here for those who question the value of the American government's international radio program. The power of radio to end a war is no greater than its power to prevent one, providing it is used as skillfully to create amity as it was used to arrange the cease-fire meetings in Kaesong. Radio can leap a forbidden boundary far more easily than a bomber, and can carry ideas which will spread more virulently than a fire storm set by a fleet of B-29's.

In the indefinite period of armed truce to which this country is committed, the microphone, properly used, will be the best weapon in democracy's arsenal.

The Small Picture: II

NEEDLESS to say, we received a lot of comments on an editorial we ran last week, pointing out the great injustice radio had done itself in its obeisance to program ratings, a form of self-exposure in which no other medium, save television, indulges.

One correspondent asked: "How can you turn the clock back?" Well, you can't, but you can certainly analyze the past to help you chart a course for the future.

It's true that the program rating has become such an ingrained habit in the system of radio buying and selling that it probably can never be eliminated. But it certainly can be de-emphasized if broadcasters will only begin using other kinds of research that are more comparable to the means by which other media are measured.

A good example is the ARBI type of study by which direct results of comparable newspaper and radio campaigns are measured. We've carried a number of stories about studies in various cities (including big TV markets). Almost invariably radio has delivered more customers than newspapers have.

A national network salesman might say that such local cases don't provide him with anything to talk about. He would be wrong. A network advertising campaign is successful only if it induces people in many, many communities to visit their local retail outlets and buy the network advertiser's goods. The value of a national campaign can only be measured by adding up the individual results obtained in all the local stores.

The local retailer and distributor are pretty good judges of the effectiveness of advertising because they don't measure a campaign by the fluctuations of rating points. They know precisely how many customers it delivered to their stores.

It is significant that more and more local advertisers are turning to radio to move goods off the shelves while some national network advertisers are poring over the program rating reports and proclaiming the decline of radio.

The newspapers' Bureau of Advertising has been harping on the theme that "all business is local" with considerable success. Radio could beat the newspapers at their own game if it would get down to bedrock research and bedrock selling. Let the program ratings dip or even disappear. As long as radio can prove it sells more goods for less, it can sell itself.

Enter: TV Politician

TELEVISION is in the future of every broadcaster. He must either look to the day that he adds TV to his call letters, or he must consider adjustment of his operations to conform with the inevitable TV era—no matter what size his market.

Not many years ago, the thesis was that a broadcast station could not make an economic go of it in a market of less than 50,000. Today there are more stations in secondary markets than there are daily newspapers—and in many instances, weekly newspapers.

Back in 1927, when TV was "just around the corner," we held the view that TV was the heritage of the broadcaster—not the motion picture exhibitor. Many newspapers, which pioneered in radio, also had the vision to appraise TV, and consequently they represent a formidable segment of the 107 licensed stations—40 of them.

Now that the resumption of TV licensing is in sight (though when can't be precisely predicted) every licensed broadcaster should give serious thought to his future in the TV era. TV won't spell the doom of radio. But it will bring changes in values and in impact. It has already.

And in appraising their TV future, broadcasters must take into account a new ingredient—and a potent one. In the earlier days of broadcasting, when it was regarded as a passing fancy, the professional politicians paid little attention to it. Thus many small business men, willing to take the gamble, procured licenses and grew with the medium. It was in the '30s, when radio had reached gross billings in excess of $150 million, that the ward heelers began to infiltrate.

It's different in TV now. The tribute-grabbers know that the chips are vastly bigger. They know that the red ink has all but disappeared. They know that moreover, TV will play perhaps the most vital role in elections henceforth.

When it took hundreds of thousands to start a TV station, with astronomical operation losses, the machine politicians gave TV wide berth. So did many broadcasters, to their present chagrin.

So, in prosecuting applications for TV, the broadcaster will have a new adversary element—the political hack. All other things equal, the broadcaster who has rendered good public service over the years, should be entitled to the grant over the newcomer, with no record of achievement and with only will-o'-the-wisp promises, and perhaps a bankroll. The broadcaster has the know-how, the staff, and the record of stewardship.

The unscrupulous politician has—politics.

Those are the facts. It behooves every broadcaster to recognize them as he ponders his TV future. And he shouldn't ponder too long.

our respects to:

LEWIS WATERS MILBOURNE

BORN 50 years ago at the turn of a century, broadcaster Lewis Waters Milbourne has lived through the aggressive growth of the U. S. economy and the rapid development of radio as an outstanding medium.

Mr. Milbourne, president of The Monumental Radio Co., licensee of WCAO Baltimore, firmly believes in both.

For example, he thinks the capitalistic system that nurtured this economic expansion should be maintained because under this system "the most marked progress and a life more abundant accrue."

Radio, he feels, will prosper as long as it serves the public. He believes there always will be a big job for it to do.

Ever since he first tasted the excitement of the broadcast business in 1931, Mr. Milbourne has been conscious of its accomplishments and potentialities.

During a financial reorganization of WCAO in that depression year, his dad, Lewis M. Milbourne, a former assistant U. S. Collector of Internal Revenue, became the company's new president and treasurer with a large stock holding. The younger Milbourne also obtained stock and the title of assistant treasurer and director.

WCAO, "The Voice of Baltimore," has been affiliated with CBS since 1927 and was one of the first 16 stations comprising the network. This development and the public's and advertiser's thriving interest in radio convinced Mr. Milbourne that he was in the type of business that was at once both creative and dynamic.

He also found delight in the celebrity glamor which accompanied radio in its rubber pants days—and still does in its grown-up stage. Mr. Milbourne has fond memories of visiting "names" of the talent world—Kate Smith, Ben Bernie, Guy Lombardo, Paul Whiteman, Burns and Allen, Singin' Sam, Eddie Cantor, Julia Sanderson, Frank Crummit, Helen Hayes, Mildred Bailey.

Most of these leaders in show business, and in radio entertainment, continue to thrill audiences in radio, television and the stage.

Mr. Milbourne is a Marylander. He was born in the Free State at Kingston in Somerset County, southernmost on the Eastern Shore, Oct. 20, 1900.

His early life was spent on the farm, living each alternate winter in Annapolis, where his father was serving in the state legislature as senator from Somerset County.

After his early education, Mr. Milbourne

(Continued on page 72)

HOW ARE YOUR SALES IN NEW ENGLAND?

Book publisher proves again that WBZ LEADS IN PRODUCING **MORE** SALES AT **LOWER** COST!

No matter what you want to sell in New England.. foods, drugstore products, household or automotive items.. you'll find WBZ the all-time champ in delivering results!

Take the word of mail-order advertisers. They know the score. One example is Doubleday, Inc., publisher of the Jacques Fray Piano Course Book. According to Doubleday's agency, WBZ is doing the most effective sales job of *all* media used.

That's typical. WBZ gives you traditionally intense coverage of the high-income metropolitan Boston area.. *plus* more far-reaching coverage of all New England than any other single medium!

Don't be satisfied with anything *but* a bright sales picture in New England. Check now with WBZ or Free & Peters for availabilities.

"Since the first of the year, we have spent $1,605 with WBZ in advertising the Jacques Fray Piano Course. We have received 5,770 orders, at an individual cost of 28c."

"Of all media, radio has proved the best selling device for this book."

"Of all radio stations, WBZ has sold it at the lowest order-cost."

John Southwell
Account Executive
Huber Hoge and Sons

WBZ BOSTON
50,000 Watts

Westinghouse Radio Stations Inc
Serving 25 Million

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM

BAB BROCHURE

Sales Tips On Stores Sent to Members

TIPS on selling department stores on the value of radio advertising were circulated by BAB last week in a 64-page folder to its member stations, concurrently with announcement of BAB's first member-wide retail radio advertising contest.

The BAB department store brochure contains a detailed report on 13 notable entries in the 1950-51 retail radio contest conducted jointly by BAB and the National Retail Dry Goods Assn. It includes an introduction by Howard P. Abrahams, manager of the NRDGA Sales Promotion Division, outlining 12 reasons why retailers' use of radio is on the up-swing.

The retail radio advertising contest, BAB explained, is designed to provide BAB with data on effective advertising techniques and at the same time to reward member stations which originate resultful advertising.

BAB President William B. Ryan announced that awards will be given to BAB member stations submitting the best radio advertising story in any local merchandise classification, and to stations submitting the largest number of success stories judged to provide practical information about how radio gets results for each local advertiser.

Among the merchandise classifications enumerated in a contest folder sent out to BAB members were the following, with grand award plaques to be given in each:

"Amusements, appliances, automotive, bakeries, banking, beauty parlors, Chambers of Commerce, dairies, department stores, drugs, florists, furniture, furs, hardware, hotels, home builders, ice cream and confectioners, jewelry, laundries and dry cleaners, men's, women's and children's wear, music dealers, optometrists, photographic dealers, public utilities, real estate, restaurants, shoe stores, service stations—and any other merchandise classification not here listed."

In each classification, first, second, third and honorable mention scroll awards will be presented.

Sept. 1 is deadline for entries.

DON LEE PLAN

Would Co-op Sponsorship

NEW cooperative sponsoring plan for national and regional manufacturers, distributors and suppliers who distribute products through franchised dealers has been inaugurated by Don Lee Broadcasting System, Hollywood.

Identified as "Lanca" and deriving the name from local and network cooperative advertising, the plan makes available a network radio program for the advertiser, which allows retailers in individual station cities to cooperate through local participation and commercials within the body of the show.

Basically, it provides that (1) a national or regional advertiser pay talent and a percentage of the established network rate to Don Lee; (2) retailers located in the 49 strategic Don Lee cities underwrite the remainder of the time cost by paying local stations a percentage of the local rate of the individual Don Lee outlets.

"The supplier through 'Lanca' makes it possible for his retailers to purchase sales-producing local radio advertising on network caliber programs at a fraction of the price they would normally pay for local programs," explained Ward Ingrim, executive vice president of Don Lee.

For the manufacturer, "Lanca" means that he has a practical controllable, economical means of using a network program as a supplier-retailer co-op vehicle which may be handled as easily as any newspaper or outdoor campaign, and with all the advantages of locally placed dealer advertising, Mr. Ingram emphasized.

He declared considerable interest has been aroused among advertising agencies in the plan "because it brings under their control and placement, cooperative monies which, in the past, in many instances, have been spent at a dealer level at retail rates not commissionable to the agencies."

WVBA Meets in August

MEETING of West Virginia Broadcasters Assn. is scheduled for Aug. 23-25 at the Greenbrier Hotel, White Sulphur Springs, W. Va., it was announced last week.

A GIANT problem with a SMALL solution

The problem is INFLATION, defined as "a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what's to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the individual . . . with the worried little man cartoonists use to symbolize *the public*. What he does in the months ahead will have an important effect on the fate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and "pay as it goes."

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We'd be glad to tell you more about it.

WEATHER — STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET · NEW YORK 19, N. Y.

The LITTLE Station with the BIG WALLOP!
570
REP. BY MEEKER
NBC
WMAM
MARINETTE WISCONSIN

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 20 OF A SERIES

FOR YOUR INFORMATION:

The expanding role of small business men in the distribution of petroleum products assumes top-flight importance in the face of mounting demands of national defense and greatly increased civilian usage.

With their competitive initiative honed to a fine edge, 15,000 independent jobbers and distributors today are performing indispensable wholesale functions in getting record oil supplies to the public. As a result, they have tripled their dollar volume of business since 1940.

Establishing high standards of service in their communities, these local oil men are competing against both large firms and small, in the largest cities and the remotest villages across the land.

Representative of the resourcefulness that is the hallmark of petroleum jobbers and distributors in our competitive system are the accomplishments of the White Fuel Company, in Boston. In 1931 its storage facilities had a capacity of 400,000 gallons. Seeing opportunities for specialization, the firm's co-founder and president, John P. Birmingham, adjusted his operations to cultivate markets for heavy oils for industrial use, and heating oils for dealers and direct consumers. A $2 million expansion program now nearing completion will give him a storage capacity of 65,000,000 gallons to better serve his customers. This means less dependence on tanker transportation during winter months, and many extra days' supply during heating months. His foresight over the years for both himself and his customers is expected to yield a sales volume of about $33 million this year. It is easy to see the economic importance to the community of this jobber who stimulates so much local business.

Resourceful small business men in the oil industry find opportunities for profit and public service wherever they are, in small communities as well as large. To cite one more example, W. L. Dickey, pioneer oil jobber at Wayzata, Minnesota, sold 5,000 gallons of gasoline in 1910. His son, Don, now company president, sells five million gallons a year.

In the production, refining, and distribution of oil, the competitive talents and contributions of small business men are invaluable for the big job ahead.

* * * * * *

If you would like further information about the oil industry and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

In WILKES-BARRE . . . It's

WILK 980

The CENTER of ATTRACTION on Your Dial!

AM-FM ABC AFFILIATE

5000W (d) 1000W (n)

Wilkes-Barre, Pa.

★

AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20,N.Y.

PROMOTES RADIO

SCBA Starts All-Out Campaign

BENT on selling the merits of radio as an advertising medium, member stations of the Southern California Broadcasters Assn. have temporarily put aside their local rivalries and are cooperating in an all-out promotion campaign for the medium, launched yesterday (Sunday).

Three types of promotion are being used in the campaign: (1) the station's own air time, utilizing spot announcements, newscasts, interviews; (2) written promotion in the form of correspondence, printed trade advertising, direct mail promotion, schedule covers, publicity releases; (3) sales presentations to be made to advertisers and agencies in Southern California by salesmen's committee's representing groups of competitive stations.

Specific aspects of radio will be concentrated on for two-week periods during the promotion.

In addition to spreading the good word around Southern California, the sales presentation will be brought to timebuyers in key eastern cities including New York and Chicago by Robert J. McAndrews, managing director of the association, in cooperation with committees of station representatives.

Included in the "air" promotion will be information on in- and out-of-home radio listening hours in the area; comparisons between Southern California and other sections of the country; surveys and case histories giving radio's strong points; interviews with sponsors, station executives and researchers offering stories on radio's basic values.

To put across the sales presentations, over 200 salesmen of member stations and station representatives will be briefed in the necessary facts to present on their calls.

In August an all-day clinic on how to use radio more effectively will be held for members by the association.

Named by A. E. Joscelyn, SCBA president, to conduct the drive was a special promotion committee consisting of Calvin J. Smith, president and general manager, KFAC; Kevin Sweeney, sales manager, KFI; Wilbur Edwards, director KNX and Columbia Pacific; Fran Conrad, manager, KECA and ABC Pacific Radio Network; Ward D. Ingrim, executive vice president Don Lee Broadcasting System; Sydney Gaynor, commercial manager, KFWB.

"Radio," said a joint statement by the promotion committee, "has a terrific story which it has been keeping to itself too long. Southern California radio has the most impressive story of all. There are hundreds of thousands of hours more listening here today than ever before in history."

WAGE REVIEW

WSB Decision Expected

WAGE Stabilization Board is expected to take up today (Monday) its advisory panel recommendations on whether price-exempt industries, such as radio-TV, are to be continued under the wage freeze.

The tri-partite panel held a one-day meeting a week ago last Thursday in Cincinnati [BROADCASTING • TELECASTING, July 9].

Speculation has been heard in Washington and given wide play in the nation's news outlets to the effect that the majority on the panel favor the lifting of wage control for these industries. Washington officials, however, say that the final WSB decision can not be made known until the advisory panel's recommendation is received in its polished form.

That polishing was underway last week by staff members of WSB, who were making a detailed study of the panel report.

Meanwhile, the Office of Price Stabilization issued a "clarifying" order that specified which services are exempt from price regulation.

Included are radio and other entertainment and so-called "package" productions. Rates, fees and charges of actors, authors, musicians and news syndicate services are not controlled. Neither are services by correspondents and news commentators, nor program elements (package productions) furnished by independent contractors (package producers) for use in radio or television broadcasting.

As of July 2, selling price of radio and television sets had to be marked or tagged in retail stores, according to OPS. This pricing measure comes under Ceiling Price Regulation 7 or "margin control" regulation.

WMAL STRIKE OFF

Wage Compromise Reached

STRIKE of AFRA announcers at W M A L-AM-FM-TV Washington was averted shortly after midnight July 8 when an agreement was reached before Federal Mediator James Holden. Mr. Holden stepped in after the station and union had reached a deadlock.

The union had prepared for a strike if demands were not met. Compromise was reached between the $60-$77.50 scale in the old contract and the $80-$100 scale proposed by the union, it was understood. Participating in negotiation were Kenneth H. Berkeley, station general manager, and Mrs. Evelyn Freyman, secretary of AFRA's Washington local.

WHAR SUIT

Awarded $2,185 Judgment

JUDGMENT of $2,185 in favor of WHAR Clarksburg, W. Va., was granted July 9 against R. L. Easley, trading as Dixie Engineering Co., Washington, in an order signed by Judge Matthew F. McGuire, of the U. S. District Court, District of Columbia.

WHAR was found entitled to recover for breach of contract in which the defendant is charged with having failed to prepare and carry out an application to switch WHAR to a regional assignment. Suit for $100,000 damages was filed last Nov. 3 by Stephen Tuhy Jr., attorney for WHAR.

Judge McGuire allowed a total of $2,175 in damages plus $10 costs. The total included a $500 payment to the defendant; $1,000 spent for land now described as useless; $580 for a trip to Utah to raise money for the project; $40 for a trip to Washington and $55 state certificates used in prosecuting the case.

The court did not allow claims for loss of potential revenues or damage to the station's reputation.

KFAR, KENI to NBC

MIDNIGHT SUN Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) last week announced NBC affiliation for Alaska. Stations also are affiliated with ABC and Mutual-Don Lee Broadcasting System.

a radio program and merchandising service
featuring
MARTHA CRANE
and
HELEN JOYCE
(see inside front cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

JULY 16, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

DOWN YOU GO is heading UP!

A panel of literate and quantity personalities . . . manage to keep things moving along with brisk good humor. Above the level of most such items on television.
—Ben Gross,
New York Daily News
"Down You Go" shows a bright and breezy new gain. It streams intelligence.
—Walter Winchell,
New York Daily Mirror
The show's originality and genuineness stem from the panel's give and take, plus the fairness of the moderator.
—Variety
Intelligent, witty, well-spoken persons—gentlemen and scholars—are at last being admitted to the brave new medium.
—Harriet Van Horne,
New York World-Telegram and Sun
"Down You Go" is a swell game and a good one . . . The people involved . . . are all people of obvious intelligence and spirit, and Dr. Evans keeps things moving at a stimulating pace.
—Philip Hamburger,
The New Yorker
It's the kind of show that pushes you any of Chicago's television stock, "Up you go."
—Larry Wolters,
Chicago Tribune

MODERATOR:
Dr. Bergen Evans

PANEL:
Toni Gilman
Carmelita Pope
Fran Coughlin
Robert Breen

DOWN YOU GO *originates in The Studios of WGN-TV, Chicago and is presented every* THURSDAY *9:00-9:30 PM EDT over the*

DU MONT
TELEVISION NETWORK
62 affiliated stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600

Exploring uncharted pathways for network television

Portable microwave reflector—used in locating best radio relay routes

Network television rides microwaves in the Bell System's new radio relay systems and travels underground in coaxial cables. About half of the total television channel mileage is now provided by radio relay.

BEST ROUTES FOUND

But which are the best locations for the radio relay stations? No charts exist for microwave routes. So the engineers of the Bell System pioneer—pore over maps and aerial photographs to plot possible station locations.

Then scouting parties take over. They cross the country step by step testing the most likely routes. Like rays from gigantic searchlights, microwaves are shot from point to point to determine which of the proposed paths are most suitable.

200-FOOT STATIONS

Then the costly construction begins. Relay stations—some over 200 feet high—span forest, mountain and plain.

Facilities valued at $73,000,000 are now used by the Bell System for television purposes. This includes radio relay systems, coaxial cable and associated equipment—18,000 miles of television channels.

COST KEPT LOW

Yet the cost of this service is relatively low. The Telephone Company's total network facility charges average about 10 cents a mile for a half hour of program time, including both audio and video channels. This averages less than 5 per cent of the total cost of a typical drama, comedy or variety program.

BELL TELEPHONE SYSTEM

PROVIDING NETWORK TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JULY 16, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

FCC PUSHES TOWARD FREEZE LIFT

Adds 5 Channels

By LARRY CHRISTOPHER

IN RENEWED effort to crack the three-year old television freeze and allocation deadlock, FCC at BROADCASTING • TELECASTING deadline Thursday was reported poised to:

- Reaffirm the contention its plan for a fixed table of allocations by rule-making procedure is lawful. Same for educational reservations.
- In essence adopt the proposal of NARTB-TV for a short-cut "paper" presentation in lieu of oral testimony at the forthcoming hearing on city-by-city allocation proposals.
- Postpone the city-by-city hearing from July 23 to July 30.
- Schedule a conference with industry attorneys on July 20 to discuss shortcut procedures for the city-by-city hearing and indicate other suggestions for expediting the final allocation phase and lifting of the freeze would be welcomed at the meeting.

Earlier on Thursday, the Commission:

- Ordered that the 470-500 mc portion of the 470-890 mc UHF TV spectrum be retained as part of the TV broadcast band rather than used for broad-band mobile common carrier services as requested by the Bell System—adding five more channels to TV for a total of 82 VHF and UHF channels.

Way Is Open

Climaxing what appeared to be a growing impasse in the TV allocation deadlock last week, the Commission decisions pave the way for specific and concrete joint action by FCC and industry on a reasonable formula by which the city-by-city hearing may be expedited, the allocation plan and relative rules and standards finalized and the overall freeze lifted at an early date—perhaps by the end of the year [BROADCASTING • TELECASTING, July 9].

Already, several industry legal offices in Washington have indicated they have firm suggestions in mind. These include (1) leaving the allocation table in tentative form like FM for the present, which could forestall court litigation; (2) finalizing technical standards and (3) proceeding with new application hearings — combining these with any rule-making petitions which may occur to change the table in specific cities.

Comr. Paul A. Walker dissented from Thursday's decision to retain 470-500 mc for TV broadcasting. He favored a grant of the channels to common carrier use instead.

The Commission majority concluded the common carrier services have other alternatives such as making use of smaller channel separation, developing more efficient techniques like single side band transmission and multiplex, as well as channel sharing with other services in some areas. They found television broadcasting cannot use these alternatives and for the development of a fully national, competitive system must have a contiguous band of frequencies.

FCC tangled with the allocation problems at more than one meeting last week, although it had tentatively determined the previous week to sustain its belief that fixed allocation by rule-making is lawful under the Communications Act.

The legality of this policy was challenged by the Federal Communications Bar Assn. and certain others on June 28 in oral argument before the Commission *en banc*.

The decision on the legality issue and the orders respecting the other procedural proposals were scheduled to be released late Friday (See page 4 for late developments).

Comr. Robert F. Jones was expected to dissent on the legality ruling in view of his extensive questioning of attorneys during the June 28 argument. He had inquired especially into applicants' hearing rights and flexibility of the administration and function of the proposed fixed-allocation plan.

FCC was expected to issue an order Friday proposing to adopt the NARTB-TV suggestion for a "paper" presentation at the forthcoming hearing on city-by-city allocation proposals, with the hope this would be supported or modified by contributed suggestions during the proposed July 20 conference with industry attorneys.

The city-by-city hearing was to be postponed to July 30 if it were to go ahead as an oral proceeding. Some attorneys and engineers last week appeared not ready to commence with the hearing, complaining they could not be expected to present a firm case when the "rules of the game" had not been settled.

They meant by this FCC should adopt as final Appendices A and B of its revised allocation plan issued in late March [BROADCASTING • TELECASTING, March 26], which spell out technical standards such as minimum spacings between stations, service areas and power and antenna height requirements.

A list of appearances and witnesses for the city-by-city hearing,

(Continued on page 66)

RCA COLOR

Bid for Dual Standards Seen

By BRUCE ROBERTSON

A REOPENING of the color television question, probably on a petition for dual standards of commercial colorcasting supported by most of the TV receiver manufacturers, seemed inevitable last week as RCA demonstrated its compatible color system to newsmen and industry officials. Observors agreed that vast progress had been made since December demonstrations.

Timing of such a petition was less certain, however. Frank M. Folsom, RCA president, said that immediate plans called only for "thorough field testing of all equipment" and that "what the next step will be, I can not say. We have no time-table in mind."

* * *

Nanette Fabray, Broadway musical star, rehearses before an RCA color camera prior to her appearance as mistress of ceremonies during the field tests.

RCA has at this time no plans for inviting FCC members to its color demonstrations, Mr. Folsom said. He added that "they would be welcome if they showed up."

Dr. E. W. Engstrom, vice president in charge of research of RCA Labs, told newsmen following Monday morning's initial test colorcast that RCA's field test experience will be made fully available to the company's licensees and also to members of the various panels of the National Television Systems Committee, comprising leading television manufacturers.

"Schedules for some of this are already being set," Dr. Engstrom said. "Later during the summer when our transmissions become more regular we will keep the appropriate NTSC panel advised as to the times and conditions of transmissions. We have already provided specifications on the signals we are currently using. It is our plan to participate in the work of the NTSC in arriving at industry standards. This, of course, is for the purpose of seeking approval for the establishment of a compatible color system."

The compatibility of the RCA

(Continued on page 64)

ANTENNA SYSTEMS FCC Awaits Staff Report

COMMUNITY TV antenna services which are cropping up in many areas beyond easy reach of existing television stations have introduced a new and perplexing element into the U. S. television system, of concern to broadcasters and the FCC.

So far the Commission has taken no official recognition of these services, but a staff report is being prepared for the Commissioners' consideration, and it is likely that soon the FCC will decide whether community antenna systems come under its jurisdiction.

Some FCC staff members believe they do, not as broadcasters but as common carriers.

Basically all these services are alike in technique. By using high antennas they take television signals off the air from distant stations, feed the signals by cable to subscribers' sets.

The Jerrold Electronics Corp. of Philadelphia, a pioneer supplier of equipment, estimates that as many as 100 communities now have or soon will have such services.

Wide Interest

According to Sydney J. Mass, Jerrold director of advertising and sales promotion, the interest in such projects is rapidly increasing, and he believes that by the end of next year, 1,000 community antenna systems will be in operation, representing an investment of as much as $3.5 million.

One of the first such systems to be installed is one situated in Panther Valley, some 70 miles from Philadelphia and lying behind hill masses that make private installation of a television antenna prohibitively expensive for the individual.

There, a group of appliance dealers set up a community system with a single antenna fixed atop a high hill. Subscribers pay a $125 installation fee (it used to be $100) and $3.50 a month for service. The signals are delivered to their regular sets by coaxial cable.

These fees are said to be typical of most installations, although a local television set repairman in Franklin, Pa., is reported to have built his own equipment and is providing service at $5 a month with no installation charge.

According to Stratford Smith, FCC attorney in the Common Carrier Division, who examined the Franklin installation, ordinary antenna leads are used instead of the more expensive coaxial cable, and inexpensive amplifiers are placed along the routes.

Aside from Panther Valley, community antenna services are known to exist in Harrisburg and several other smaller Pennsylvania communities, Kingsport, Tenn.; Grass Valley, Calif., and Astoria, Ore.

Mr. Mass, of the Jerrold company, declined to reveal the locations of others in the 100 he said were being built, on the grounds it would provide useful information to competitors.

About the only other important big organization that is known to have entered the field is RCA. The extent of its operations could not be learned last week, as all executives connected with that activity were on vacation. RCA's interest in community antennas, however, is known to be extensive.

Questions which the FCC must resolve in respect to the regulatory status of these services are knotty.

To be subject to regulation by the FCC, a common carrier must be engaged in carrying other peoples' communications for hire in interstate commerce.

Since these services charge fees and since they carry broadcasts which in many instances have originated from out-of-state (either from an out-of-state transmitter or by network from out-of-state to an in-state transmitter), some FCC staff members believe they are subject to regulation.

No matter what decision is reached by the FCC, the status of these services can become a difficult problem in the television system.

Assuming they grow in anything like the abundance predicted by Mr. Mass, they may constitute a con-

(Continued on page 62)

TV PAYROLLS UP

NARTB Study Finds

STAFF employment at television stations and networks has risen sharply during the last two years, totaling some 12,500 persons, according to the fourth annual study of TV employment and wage scales by the NARTB Employe-Employer Relations Dept., of which Richard P. Doherty is director. The average station employed 85 persons during the spring of 1951, of which 61 were fulltime.

Average employment per TV stations has increased mainly because of the additional number of hours on the air, it was found.

A breakdown of program hours shows that the average TV station was on the air 92½ hours, including test patterns, during the spring of 1951 compared to 67 hours in 1950 and 62 hours in 1949. Hours of test patterns in 1951 totaled only a third of the 1949 figure, with program hours in 1951 averaging 2½ times the 1949 figure.

During the spring of this year the average TV station carried 43:32 hours of network and 39:37 of local program originations, or a ratio of 52.4% network to 47.6% local.

Staff employment ranged from 19 to 299 persons, according to NARTB's 1951 employment analysis. Four stations reported staffs of fewer than 30 persons. The largest staff, 299, consisted of 162 fulltime and 137 parttime-freelance employes. Largest number of fulltime employes at any one TV station was 205.

More Employes

Average number of fulltime employes per station increased from 46 in 1949 and 39 in 1950 to 61 in 1951. In the case of parttime employes the average rose from 20 in 1949 and 18 in 1950 to 24 in 1951.

NARTB's figures do not include performing artists (actors, singers, dancers, etc). who are employed for individual performances by the station or by sponsors and their producing agencies. The figures do not include regularly employed performers on shows produced by agencies. The data used in NARTB's compilation are based on questionnaires returned by 63 stations.

Of 46 identical stations that reported in both the 1950 and 1951 NARTB surveys, average program hours increased 79.3%.

NARTB's study shows the average weekly payroll per TV station was $6,267 in 1951, ranging from $1,050 to $28,029.

Parttime employment was found to lie mainly within the program field, especially freelance or part-time announcers, actors, singers and musicians. Some stations reported a considerable number of parttime clerical workers because of combined aural-visual operations. This was true also in sales and promotion.

The analysis showed that 43.55% of TV stations pay their salesmen straight salary, 9.68% straight commission, 43.55% salary plus commission and 3.22% other.

HIGH-FREQUENCY trio at Bridgeport, Conn., demonstration of UHF converters [BROADCASTING • TELECASTING, July 9, 2] included (l to r) Glen McDaniel, RTMA president; FCC Chairman Wayne Coy; John W. Craig, Crosley Division, chairman of RTMA Set Division, who conducted the demonstration.

FCC OBSERVERS at Bridgeport, Conn., UHF converter demonstration discussed devices with Col. Harry C. Wilder (r), president of WSYR Syracuse. L to r: Comr. Rosel H. Hyde; Comr. Edward M. Webster; Benedict P. Cottone, general counsel; Col. Wilder.

BASEBALL CROWDS

Limited TV Clubs Down

AT THE half-way mark of big league baseball, the anti-TVites are running low in the RBI column.

In fact, attendance figures released last week by the 16 clubs in the National and American Leagues seem to point the other way. With many clubs imposing restrictions on the number of telecasts, overall attendance, according to a United Press survey, was off 9.4%.

The Washington Senators, placing low in the American League's second division last year, were doing a bit better in place this year (sixth place at All-Star game time). Nevertheless, they slumped 10% in attendance. from 376,696 in mid-way 1950's season, to 345,655.

The Senators, who had telecast regularly in 1950, have been permitting only 21 games on screens this year in the belief they could boost slumping receipts.

The National Leaguer's Boston Braves, which also limited its telecasts to 45 for the same reason, suffered the most tremendous drop in either league—a whopping 41%. Their attendance was down to 279,218 from last year's 486,536.

This was true despite the fact that Braves Field seats more in capacity than the Fenway, home park of the Boston Red Sox, who had a decreased attendance of less than 3,000. The Sox, who got off to a poor start this season, at half-way were in second place. The Sox telecast their games.

Leading Teams Draw

On the other hand, the red-hot Chicago White Sox, a 1950 second division club but which led the American League at the mid-point this season, were walking away with top honors in increased attendance figures.

This season, at the mid-way, the White Sox were packing them in at the rate of 19,654 per game as against the July 1950 per game pace of 12,994. Total attendance figures for Chicago: 402,817 in 1950; 648,592 in 1951.

This could be explained in two words: "They lead," but also of importance is the fact that the Chicago team telecasts all day games. They don't telecast night games.

Coincident with the UP survey, N. W. Ayer's sports department and Jerry Jordan, Philadelphia research specialist and son of C. L. Jordan, executive vice president of N. W. Ayer, released attendance figures.

The Ayer-Jordan analysis runs close to the UP except that the wire service based most of its percentages on attendance "per opening," while the agency and Mr. Jordan based their analysis on total figures, regardless of how many openers there were. According to the agency, the club owners are mainly interested in profit-and-loss, thus breakdowns per openings mean very little for even if a game rains out, fans come back another time.

The agency-Jordan survey found the overall attendance drop at 7.8% as against UP's 9.4% for "openers."

C. L. Jordan referred to this amazing baseball TV chart when speaking before the Atlantic Refining Co.'s radio-TV sportscasters at their annual Philadelphia meeting last Tuesday. N. W. Ayer places radio-TV sports for the refining company.

Mr. Jordan pointed out that it was performance of the clubs rather than weather, economic conditions or television which determined individual baseball attendance.

"The eight teams in the first divisions of the two leagues had a total gain in paid admissions of nearly 4% on July 4," he said. "Seven of these eight televised all or most of their games.

"The eight teams in the second divisions were fighting a total loss of about 20% at the gate. Two of these teams didn't televise at all. Three had limited television severely—and only three were televising regularly. It was obvious that television itself could not be the major factor in the over-all loss of about 8% in paid admissions."

Fan Interest Important

Mr. Jordan pointed to fan interest in a hot race as a powerful factor. The American League, he said, was doing better comparatively than the National, where the Brooklyn Dodgers are in a run-away lead. The Dodgers, themselves, he said, are not drawing as well as when they were fighting for first-place.

Dodgers' figures, according to UP, were 667,545 in 1950, 581,329 in 1951, a drop of about 11%.

Significantly, the Pittsburgh Pirates (National), the St. Louis Browns (American) and the St. Louis Cardinals (National) are not telecasting games regularly and *none shows a gain*. However, the Pirates are showing up well in average daily attendance even though they were in last place in standings at the mid-way mark.

Mr. Jordan said: ". . . anyone who doubted what Ralph Kiner's big bat means to Pittsburgh only needed to look at the 3,000 day gate last week when he was suspended, compared to the amazing Pirates' average of nearly 18,000 per date."

Mr. Jordan in looking over statistics—his son has been making a continuous study for the past three years—found no time in that period when the clubs with high performance have not had a better attendance record than clubs with low performance, regardless of amount of TV used.

Still another club record that bears out the TV protagonist is that of the Detroit Tigers, who had the biggest slump in the American League — 33%. The Tigers' policy has been telecasts only on selected weekdays, none on weekends or holidays.

American's Philadelphia Athletics, who traditionally telecast regularly and who have been a sure-bet for the second division in past seasons (they were in seventh place at mid-season), pulled up 10% in attendance. Figure last season at the middle was 211,968, this season's, 214,470. The

(Continued on page 65)

* * *

ANNOUNCERS of the Atlantic Refining Co's baseball television staff gathered for a mid-season meeting at the Barclay Hotel in Philadelphia. L to r: Richard E. Borden, Atlantic's advertising manager; Tom Hussey, Bob Delaney and Curt Gowdy, Boston; Bill Brundige, Byrum Saam and Claude Haring, Philadelphia, and Les Alexander, Baltimore.

TIME SALES UP 3.6%

On Networks In May

MAY saw no fall-off in TV network time sales but a 3.6% increase over April, according to records of video network advertising released last week by Publishers Information Bureau to BROADCASTING • TELECASTING.

Gross TV network billings in May totaled $10,011,144, PIB reported, compared with a gross of $9,663,479 in April. Figure for this May is not directly comparable with that for May 1950, as this year's gross covers all four TV networks while the 1950 total included only three networks, DuMont not reporting at that time.

As in April, Procter & Gamble Co. was the top TV network client in May. In fact, the first five—P&G, General Foods Corp., R. J. Reynolds Tobacco Co., Colgate-Palmolive-Peet Co. and Ford Motor Co.—are the same advertisers and in the same order as the April first five. Second five includes one newcomer—Lever Brothers Co.—in ninth place in the May list, replacing American Tobacco Co. which ranked 10th in April. Top 10 for May are listed in Table I.

Table II, listing the top TV network advertiser in each product

(Continued on page 68)

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS FOR MAY 1951

1.	Procter & Gamble	$642,432
2.	General Foods	482,532
3.	R. J. Reynolds Tobacco Co.	417,110
4.	Colgate-Palmolive-Peet Co.	365,228
5.	Ford Motor Co.	271,858
6.	Liggett & Myers Tobacco Co.	249,970
7.	P. Lorillard & Co.	249,050
8.	Anchor-Hocking Glass Corp.	227,430
9.	Lever Bros.	222,053
10.	Quaker Oats Co.	200,913

TABLE II

LEADING NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR MAY 1951

Class	Advertiser	Gross TV Network Time Expend.
Apparel, Footwear & Acres.	International Shoe Co.	$63,296
Automotive, Automotive Supplies & Equip.	Ford Motor Co.	271,858
Beer, Wine & Liquor	Pabst Brewing Corp.	98,388
Building Materials & Equip.		
Confectionery & Soft Drinks	Mars	54,663
Consumer Services	Arthur Murray School of Dancing	55,500
Drugs & Remedies	Sterling Drug Co.	54,135
Food & Food Products	General Foods	482,532
Gasoline, Lubricants & Other Fuels	Texas Oil Co.	132,250
Household Equip. & Supplies	Westinghouse Electric Corp.	92,900
Household Furnishings	Mohawk Carpet Mills	121,680
Industrial Materials	Anchor-Hocking Glass Corp.	227,430
Insurance	Mutual Benefit, Health & Accident Assn. of Omaha	31,360
Jewelry, Optical Goods & Cameras	Jacques Kreisler	53,955
Office Equip., Stationery & Writing Supplies	Eversharp Inc.	36,040
Publishing & Media	Time Inc.	72,225
Radios, TV Sets, Phonographs, & Musical Instruments	Philco Corp.	101,500
Retail Stores & Direct Mail	Drugstore TV Productions	124,200
Smoking Materials	R. J. Reynolds Tobacco Corp.	417,110
Soaps, Cleansers & Polishes	Procter & Gamble	642,432
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	243,263
Miscellaneous	Quaker Oats Co.	49,920

Station TV KRLD TV DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population DALLAS and TARRANT COUNTIES . . . 920,500
NOW there are
117,068
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Pulse Reports Out-of-Home TV Bonus

(Report 172)

THE "OUT-OF-HOME" audience is providing the same sort of bonus for television advertisers that it does for radio sponsors, according to The Pulse, which reports that during May these extra viewers in the New York metropolitan area represented a "plus" of 10.6% from noon to midnight, over the normally-measured at-home TV audience.

In the evening, from 8 p.m. to midnight, the "out-of-home bonus TV audience included an average of 127,400 families who were viewing with friends, in public places, etc., an increase of 12.9%."

In releasing these findings Dr. Sydney Roslow, director of the Pulse, said that these reports on the out-of-home video audience will be issued quarterly for the New York market and may be expanded into other markets in the future. Contrary to general belief, he noted, most out-of-home viewing (62%) takes place in the homes of other TV families, with restaurants and bars accounting for only 26%, and the balance in other public places.

* * *

Baltimore Dealer Surveys Set Sizes

RESULTS of a Baltimore TV survey being released today (Monday) showed that 16 and 17 inches are the predominant screen sizes there, that about 75% of the sets are covered by service contracts, and that more than 60% of the TV families questioned had bought their sets within the last year.

The survey was conducted by Television Co. of Maryland, DuMont dealer as part of a promotion program covering all five of its stores in the Baltimore area. The survey covered 6,923 families, of which 4,744 were found to be TV set owners and 2,179 non-owners. The findings, spokesmen said, have been turned over to Henry O. Berman Co., DuMont distributors in Baltimore, for use as market research material by other DuMont retailers.

Among the 4,744 TV families questioned, the survey found 244 19-inch screens; 1,773 16 or 17-inch screens; 1,543 12 or 14-inch screens; 1,020 10-inch screens, and 164 7-inch screens. The smaller sizes were oldest; the larger ones newest.

* * *

Viewing Effect On School Grades

SENIORS in high school receive higher grades because of television, while high school students in lower classes earn lower academic records. This was reported last week in Chicago by Philip Lewis, faculty member at South Shore High School, who said seniors at the school spent an average of 13 to 14 hours weekly in watching TV while pupils in lower grades average more than 15 hours a week. Findings of the survey were submitted at a Northwestern U. conference on educational problems as related to the medium.

Mr. Lewis, with Isabel Kincheloe, inaugurated and taught the only public school television course at South Shore last year, using television shows instead of textbooks. Miss Kincheloe, in her summary report, said "the screen has the same possibilities for enriching experience as reading, and is as good for teaching critical material as any book."

* * *

New Rate Card Announced by WTVN

WTVN (TV) Columbus, Ohio, last week announced Rate Card No. 5. The new rates, which became effective July 1, are for either live or film rates. New rates for one time only:

Class A (6-11:30 p.m., weekdays; noon-11:30 p.m. Saturday-Sunday), one hour, $675; one minute, $110. Class B (5-6 p.m. weekdays), one hour. $500; one minute, $80, and Class C (all other times), one hour, $350; one minute, $65.

Weekly Television Summary—JULY 16, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	59,634
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	740,940
Buffalo	WBEN-TV	207,322
Charlotte	WBTV	82,559
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	482,041
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	511,434
Erie	WICU	60,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	70,808
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	125,047
Lancaster	WGAL-TV	101,129
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	877,421

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	90,526
Memphis	WMCT	87,871
Miami	WTVJ	75,000
Milwaukee	WTMJ-TV	243,193
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	31,671
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	71,600
Oklahoma City	WKY-TV	87,634
Omaha	KMTV, WOW-TV	80,341
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	863,348
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	300,000
Providence	WJAR-TV	152,000
Richmond	WTVR	73,992
Rochester	WHAM-TV	83,077
Rock Island	WHBF-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	48,128
San Antonio	KEYL, WOAI-TV	47,749
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	196,449
Schenectady Albany-Troy	WRGB	157,580
Seattle	KING-TV	85,600
St. Louis	KSD-TV	297,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	83,525
Utica-Rome	WKTV	45,298
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	270,450
Wilmington	WDEL-TV	72,438

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 12,503,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufactures. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

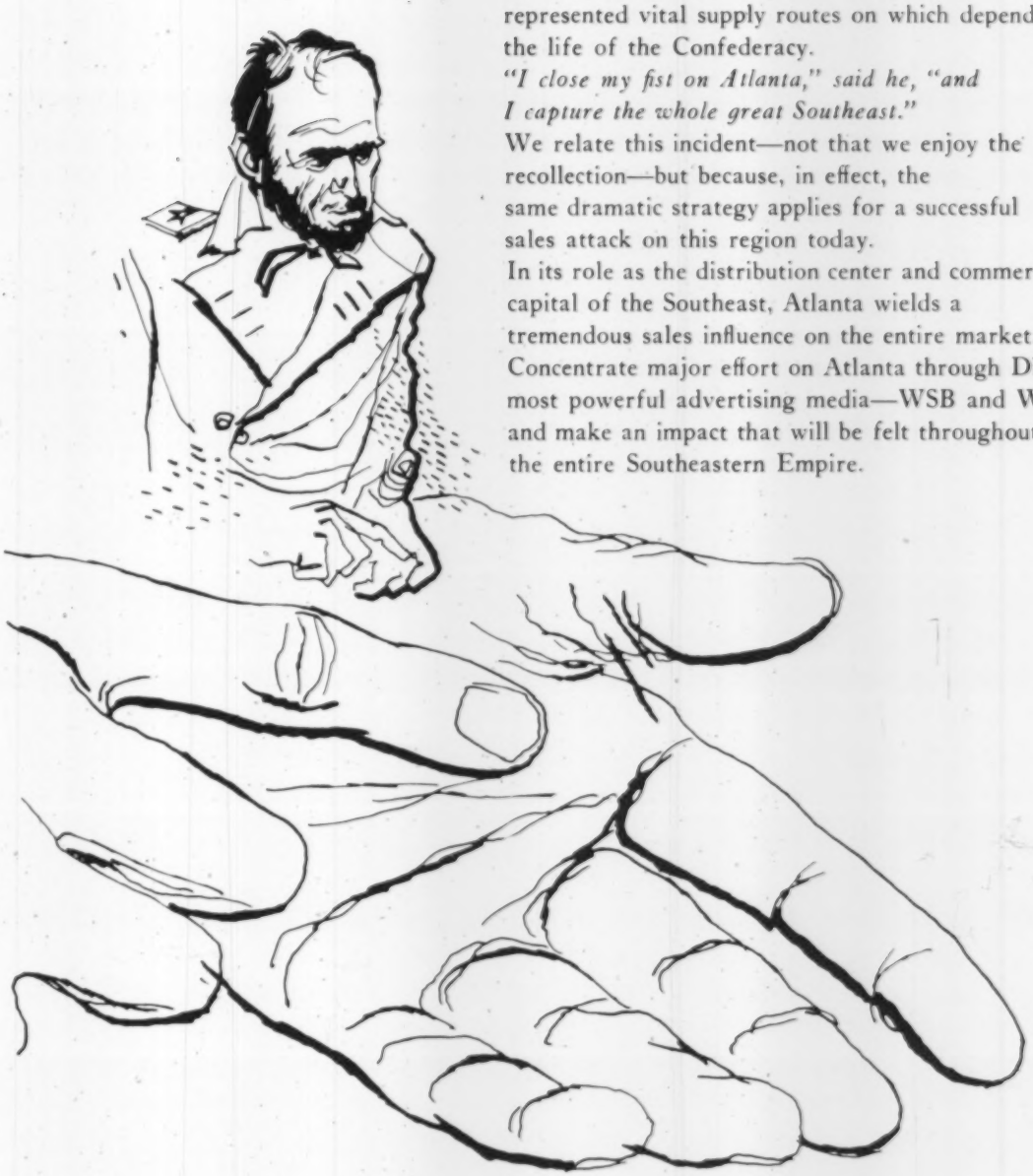
Sherman was right!

In describing the strategic importance of Atlanta, General Sherman likened the city to a point in the palm of his hand. Outstretched fingers represented vital supply routes on which depended the life of the Confederacy.

"I close my fist on Atlanta," said he, "and I capture the whole great Southeast."

We relate this incident—not that we enjoy the recollection—but because, in effect, the same dramatic strategy applies for a successful sales attack on this region today.

In its role as the distribution center and commercial capital of the Southeast, Atlanta wields a tremendous sales influence on the entire market. Concentrate major effort on Atlanta through Dixie's most powerful advertising media—WSB and WSB-TV—and make an impact that will be felt throughout the entire Southeastern Empire.



wsb THE VOICE OF THE SOUTH | **wsb-tv** ON PEACHTREE STREET

Affiliated with The Atlanta Journal and The Atlanta Constitution
Represented by Edward Petry & Company, Inc.

EDUCATIONAL DILEMMA

How To Use and Finance TV?

By EDWIN H. JAMES

IN EXPLAINING his reasons for introducing legislation that would prolong the television freeze, Sen. William Benton said recently that educational interests needed the additional time to figure out how to use the TV channels the FCC has proposed to give them. As the Senator put it: "Educating educators is the toughest educational job of all."

There was evidence last week that the job which the Senator and other professional advocates of educational television have undertaken has proved to be every bit as tough as he said—so tough that Sen. Benton has enlisted the government-sponsored U. S. National Commission for UNESCO on his teaching staff and the Joint Committee on Educational Television has stooped to methods that are unscholarly, to say the least, in an effort to prod educators into taking an interest in TV.

These developments cannot result in anything but the presentation of a distorted case for educational TV. The pressures being brought against the FCC do not come from the nation generally; with few exceptions they come from the professional, and in some cases self-appointed, educator spokesmen in Washington, D. C.

The Joint Committee on Educational Television, which has headquarters in Washington, has been spending a $90,000 Ford Foundation grant to awaken educational institutions to the need for educational TV.

The technique it is using in this awakening process is illustrated in a case that came to the attention of BROADCASTING • TELECASTING last week. It involves a midwestern college, one of many schools that were sent a questionnaire several months ago by JCET suggesting they take an interest in educational television.

Cannot Afford TV

In answer to the questionnaire, the college told the JCET it was interested in TV but was unable to define the extent of its interest.

Later the president of the college received a letter from Seymour Krieger, counsel for the JCET, suggesting that the interests of the college and of educational television generally would be advanced if the college would advocate the reservation of a certain VHF channel in its community. The president authorized JCET to make such a representation to the FCC.

In a telephone conversation with the president of this college last week, BROADCASTING • TELECASTING was told that the college had no plans to go into educational telecasting since it had barely enough funds to support its current operations and no hope of falling heir to any amount big enough to underwrite TV.

"I can't see it except for the very big schools," the president said.

As to the school's recommendation that the VHF channel be reserved, the president said he authorized its filing with the FCC only because of the advice of the JCET.

This publication asked the president why he did not think that the UHF channel earmarked for education in his community under the FCC's proposed allocations would be suitable. He said he was unaware that such a proposed reservation had been made.

"If there is a UHF educational channel for this area I don't know about it," he said.

So far as he knew, none of the material that the JCET had sent him had included the information about the reservation of a UHF station for education there.

The president added that, after conferring with operating-broadcasters in his community recently, he had instructed the JCET to withdraw his college's comment requesting reservation of VHF.

How many other educational institutions have filed comments with the FCC with so little hope of ever operating a station and with so slight an understanding of the facts cannot be known until the FCC lifts the freeze and educators are confronted with the necessity of applying for the channels they have requested.

It is to forestall that show-down that Sen. Benton has been vigorously working in the Congress and, as it became evident last week, in other government quarters.

UNESCO Policy

When Sen. Benton was Assistant Secretary of State, he set up the U. S. National Commission for UNESCO, a group of 100 national figures authorized by Congress to advise the U. S. State Dept. on matters relating to UNESCO.

Sen. Benton today is a member of the executive committee of this commission which is in the throes of creating a panel on television to advise the commission on this question, in addition to some others:

"To prepare for the consideration of the executive committee a statement of policy regarding the national commission's appropriate role in relation to possibilities of obtaining private financial support for experiments with, and production of, educational television programs to be utilized by either commercial or educational facilities, or both."

Since Sen. Benton has publicly announced he virtually despairs of elevating the program standards of commercial broadcasting, the emphasis in the last phrase above must be placed on "educational facilities" rather than commercial ones if, as must be assumed, the Senator influences whatever policy statement is written.

In the resolution authorizing the formation of the television panel, the U. S. National Commission on UNESCO pointed out that some of the "serious" problems confronting TV were:

- How many channels should be reserved for educational television?
- How can any "considerable" number of educational TV stations be financed?

Except in size, the U. S. National Commission on UNESCO, established at the behest of Sen. Benton, is not unlike the National Citizens Advisory Board for Radio and Television that he has proposed the

(Continued on page 62)

FILM TESTING

Petry Device Wins Acclaim

A DEVICE called Simutel—for "simulated television"—was reported last week by its developer, Edward Petry & Co., to be winning acclaim of both agencies and advertisers as a means of pre-testing TV film commercials and programs.

Spokesmen for the station representative firm said more than 300 national advertisers and groups of agency executives have "pre-previewed" films via Simutel in the Petry company's New York offices alone. This represents an average of more than six a week since the equipment was installed in April 1950. The Petry firm also has Simutel equipment in its Chicago office—which has received "equally extensive usage" — and has a portable version in its Detroit quarters.

Using specially built studios, the Simutel process consists of projecting sound films onto the rear of a specially designed projection TV screen, employing a train of transparent mirrors to produce the illusion of broadcast TV pictures. Any combination of film, slides, "Balop," live mike and music may be projected.

Among the benefits stemming from Simutel, according to the Petry company, which originated and developed it, are these:

"(1) Programs, on film, can be studied, edited, criticized; (2) commercials can be tested as they 'come over the air'—no guess what will happen when it's too late to make corrections; (3) successful television techniques — programs and commercials—can be studied at leisure, ideas thrashed out and refined for most effective air performance; (4) most important, an agency can show its completed product to the advertiser in its proper setting."

One of the national advertisers using Simutel is Elgin National Watch Co. The Petry firm quoted Elgin Vice President Andrew L. Rowe as saying, in connection with Elgin's search for a pre-testing method:

"We discovered early that direct-view projection on the conventional beaded screen or other types of front-projection screens gave a false picture—too much clarity, definition, and illumination to give any idea of the final effect on the eyes of actual viewers.

"A preview of the same films on the monitor system of a television station (thrown on a rear-projection screen in a television station through the lens of the studio television camera) still did not give the same effect as when the picture had actually gone out on the air and been picked up by a home television receiver.

"The best system found was to persuade a television station to put films on the air during some time when they were running a test pattern and not on a regular commercial schedule, but this, of course, proved inconvenient, cumbersome, and extremely difficult.

"All of this lead to our eventual discovery that Petry's facilities settled our problems of pre-testing. Before any television commercial film is released by our agency to television stations, we are absolutely sure now that we know what that film is going to look like when sent into the homes of America's television viewers."

* * *

Looking over Simutel equipment are (l to r): Andrew L. Rowe, vice president in charge of sales and advertising for Elgin; Gordon Howard, Elgin director of advertising, and J. Rolston Fishburn (kneeling), Petry TV salesman.

NCAA RETAINS CONTROL Of Football TV

CLOSED-FIST control on football telecasts by the National Collegiate Athletic Assn. is as tight as ever, with only slight changes in its original limited TV plan announced last week after high-level talks in Chicago.

In maintaining its TV clamp, NCAA's TV Committee blew cold toward a program presented by the U. of Pennsylvania in the person of Francis Murray, director of athletics.

Thomas J. Hamilton, athletics director, U. of Pittsburgh, and chairman of NCAA's TV committee, predicted after the Chicago meeting, which was held July 6-7, that televiewers would know within two weeks which games they will see in the fall.

The controlled program, announced by NCAA, is explained in five general steps:

(1) Three blackouts in each TV center interspersed through the football season. Mr. Hamilton said college football games will be available on seven of the 10 Saturdays from Sept. 22 through Nov. 24.

(2) Three games telecast in the Midwest will be carried to the East and three Eastern games to the West.

(3) Three games will be telecast in the Midwest region and three will be telecast in the East.

(4) On one Saturday in the Midwest several Midwest games will be telecast there and several Eastern games will be telecast in the East.

(5) A total of seven games available in each TV area selected by the advertiser.

In modifications, the NCAA plan now provides for a minimum rights fee of twice the station time costs at present rates. Contractual negotiations are to be handled by the sponsor and the agency with the individual school rather than with NCAA. All sports rights receipts will go to the colleges with NCAA receiving a pro-rated return to cover expenses of its television studies in 1950 and 1951 [BROADCASTING • TELECASTING, July 9].

Under the adopted plan, no member school of NCAA can have more than two of its games telecast, one home and one out of town. There is no moratorium, however, on games which do not fall within the Sept. 22 and Nov. 24 period. Army vs. Navy is scheduled Dec. 1 and there are numerous bowl games on New Years Day which would come under this TV harvest.

Also exempt from NCAA's controlled program are games which can be picked up by an adveritser that are played Friday and Saturday evenings or on Sunday.

All schedules will be negotiated directly with schools after the TV committee of NCAA approves, it was announced.

NCAA, which had proposed a 60-40 division of TV receipts in favor of the association, now intends to defray expenditures for TV surveys conducted by the National Opinion Research Center at the U. of Chicago by levying prorated fees on each participating school.

Fees Can Be Raised

It was stated further that although the minimum fee for rights has been prescribed by the association, each school can ask for more if it so desires.

Mr. Murray presented his plan and also explained the U. of Pennsylvania's position of continuing to telecast all its games.

The U. of Penn's program was said by legal authority not to violate the Sherman Anti-Trust Act and to be in accordance with the NCAA constitution. Specifically, Mr. Murray proposed designation of two Saturdays, one in October and one in November, on which all colleges would blackout football TV. Additionally, he suggested another Saturday be set aside in each of the two months for the top 30 teams in last season's Associated Press poll—or other teams if the committee so decides—which would refrain volunatrily from telecasting so that other (and probably smaller) colleges would have a TV-chance.

Other parts of the U. of Penn's proposals: On five other Saturdays, colleges may or may not telecast depending on their choice; all colleges required to report to NCAA TV unit all contracts, records of TV revenue and gate recepits; all members pay a proportionate share of approved expenses of the committee, based on individual TV revenue.

While the NCAA committee turned thumbs down on Mr. Murray's suggestions it was noted that some of the modifications swung toward the direction he outlined.

The U. of Pennsylvania is the only school to officially buck the NCAA TV line and be declared "not in good standing." Mr. Murray appeared before the group at his own request.

KFI-TV CUTBACKS
14 Staff Members Released

PULLING in its belt a little tighter, KFI-TV Los Angeles, suffering its 15th week of strike by Television Authority, last week discharged 14 staff members because of station inactivity. Affected by the move, first major personnel cutback since the strike, were members of most all departments, including traffic, production, facilities.

Employes were given two weeks notice, effective July 10, during which time they had no station assignments, giving them an opportunity to replace jobs.

In the meantime, TVA pickets still continue their march at the station. TVA West Coast head, Peter Prouse has indicated that the union will await FCC approval of sale of the station to General Tire & Rubber Co. before further talks on strike settlement are attempted. Transfer decision is expected late in July.

No meetings have been held between the union and present owner, Earle C. Anthony, for several weeks. The last sessions met a snag on the issue of closed shop [BROADCASTING • TELECASTING, July 2].

Station is now operating 39 hours weekly from an approximately 70-hour weekly schedule at inception of strike April 4.

Renews 'Lone Ranger'

AMERICAN Bakeries Co., Atlanta, is renewing *The Lone Ranger* on ABC-TV Thursday, 7:30-8 p.m., for 52 weeks, effective Oct. 4. Agency is Tucker Wayne & Co., Atlanta.

Your Key To Central Ohio's Thousands of TV Kitchens

Jean's KITCHEN FAIR with Jean Phair

Jean's Kitchen Fair is a perfect setup for more sales in America's fastest growing TV market. Under the contagious enthusiasm of Mrs. Jean Phair, this popular new participation program is fast becoming a "must see" TV show for more and more homemakers in the big WBNS-TV area.

At home in any kitchen, Jean Phair combines complete menus with kitchen talk close to the heart of every homemaker. She draws from a wide and varied background in the food field—plus extended TV and radio experience, with a "top drawer" record as a home economist, to demonstrate foods, appliances and other homemakers' items.

For program resume and complete details phone Blair TV, Inc., or write direct.

WBNS-TV COLUMBUS, OHIO
Channel 10
CBS-TV Network • Affiliated with Columbus Dispatch and WBNS-AM • Sales Office: 33 North High Street

20TH ANNIVERSARY

For Regular Video

NEXT Saturday, July 21, will mark the 20th anniversary of the launching of the first regular schedule of TV broadcasting in this country by W2XAB, the CBS experimental video station in New York.

Following a gala opening night, when Mayor James J. Walker of New York officially inaugurated the city's first regular TV programming, W2XAB stepped up its schedule until by the end of that year it was offering video programs to viewers in the New York area on a seven-hours-a-day, seven-days-a-week basis.

And there were viewers, too, even for the 60-line pictures of those days. In July 1932, just a year after the CBS-TV inaugural, estimates put the number of TV homes in the New York metropolitan area at 7,500. But it soon became evident that 60-line pictures would never be adequate to support practical TV service and on Feb. 23, 1933, CBS discontinued its video programming pending the development of a more satisfactory system.

In 1936 CBS set aside $2 million for TV experimentation. In 1937 it ordered a high-powered transmitter and in 1938 began installing it in New York's Chrysler Tower. On Oct. 10, 1939, this new transmitter got its first test operation and, on July 1, 1941, date when commercial TV operation was first authorized, W2XAB became WCBW and began a 15-hours-a-week schedule of programming on Channel 2, its present channel number.

Meanwhile, on Aug. 27, 1940, CBS recalled last week, "the first transmission of the field sequential system of color television—and, as far as is known, the first color television broadcast in history—was broadcast from the Chrysler Tower."

Then came a year of color demonstrations, to industry, newsmen, and public, before the CBS TV labs went into government war service for the duration. Even before the war's end, in April 1944, CBS began its campaign to move TV into the ultra high frequencies and into full color for its postwar development—a cause that the network prosecuted most energetically right up to March 18, 1947, when the FCC rejected the CBS petition for "color now" and sent color experimenters back into the laboratory to improve their product and processes.

The following year, Oct. 22, 1948, CBS demonstrated to the FCC its success in compressing the bandwidth needed to transmit field sequential color from 16 to 6 mc, same band width as is needed for black-and-white picture transmission.

'Colorvised' Operation

In May 1949, color TV made its medical debut when an operation at the hospital of the U. of Pennsylvania was televised in color—first such in history—with equipment constructed by CBS for the pharmaceutical house, Smith, Kline & French Labs.

That fall—Sept. 26, 1949—the FCC inaugurated a new series of hearings on color TV which concluded nine months later, on May 26, 1950. On Oct. 11, 1950, the Commission adopted the CBS system as the standard for commercial color telecasting and—following interludes in the courts resulting in a Supreme Court ruling upholding the FCC decision—CBS put on the first regular commercial colorcast on June 25, 1951.

COLOR SALES

CBS Names Hylan

DIRECT responsibility for selling color television time for CBS was assigned last week to William F. Hylan, a CBS TV account executive, with his appointment as the television network's assistant sales manager in charge of color sales.

Mr. Hylan

In his new post he will start from scratch, none of CBS's current color schedule having been sold. The initial commercial color program on June 25 had what was said to be a record-setting 16 sponsors, and the first program in the current daytime color series also was sponsored but otherwise the color programs thus far have been sustainers.

Mr. Hylan, whose appointment was announced by CBS-TV Sales Manager David V. Sutton, has been with CBS since 1937. Graduating from Yale U. in that year he was a member of the original apprentice group of college graduates selected for a six-month rotating course in various divisions of CBS. He was assigned to Radio Sales, where he worked until he joined the Army in July 1941. Upon his return from the Army in November 1945 he became assistant to the director of station administration, and in 1948 he joined CBS-TV sales.

Grae Appointed

Coincident with Mr. Hylan's appointment, President D. H. Cogan of CBS-Columbia Inc., CBS's new manufacturing subsidiary (formerly Air King Products Co.) announced appointment of Bernard Grae as product design manager in charge of all radio and TV cabinet design. Mr. Grae formerly was with Motorola, Capehart-Farnsworth, Admiral, and Emerson.

CBS meanwhile showed its color system to representatives of the North Atlantic Treaty Organization countries last Thursday in New York, and announced plans for special color demonstrations at the annual National Assn. of Music Mfrs. Show in Chicago Monday through Thursday of this week. The Chicago showings are being presented by CBS, CBS-Columbia Inc., and Columbia Records Inc.

PROGRAM SUIT

KLAC-TV Seeks New Trial

APPLICATION for new trial in *Bride & Groom* suit against those responsible for KLAC-TV Hollywood *Wedding Bells* program was expected to be made late last week by attorneys representing the defendants — KMTR Radio Corp., owners of KLAC-TV; GAM Productions, show producers, and Don Fedderson, station manager.

The move followed the Los Angeles superior court award of $800,000 judgment to producers of *Bride & Groom* two weeks ago, after almost a month-long trial [BROADCASTING • TELECASTING, July 9].

Producers of *Bride & Groom*, John Masterson, John Reddy and John Nelson, had sued for $1 million charging the KLAC-TV program was patterned after their successful radio show which they plan to duplicate on television.

In meantime *Wedding Bells* continue ringing on KLAC-TV, with no cease and desist orders on immediate agenda from *Bride & Groom* producers. Attorneys Harold Fendler and J. G. Moser say that "additional steps" will be taken in this direction, however, after suit is settled.

Terrence Clyne:

BIOW COMPANY

"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

INVITES NAACP

CBS Asks Suggestions On 'Amos 'n' Andy'

CBS last week invited members of the National Assn. for Advancement of Colored People, including Walter White, secretary of the organization, to make recommendations for social improvement of the *Amos 'n' Andy* TV program, Mr. White reported Thursday.

Mr. White said CBS had asked "what changes in the script would make it more palatable and less objectionable?" Organization of a small representative group to view the program and present criticisms and objections has been undertaken by the NAACP, Mr. White added.

His principal objection, he said, is that "dialect on such programs as *The Goldbergs*, or *I Remember Mama*, is first generation and on these programs you do have some decent characters that present a lovable picture," while on the *Amos 'n' Andy* program, he claimed, there is not "one admirable character."

Mr. White said the CBS request followed a wire he sent July 6 to Blatz Brewing Co. (Schenley Industries) and Lewis Rosenstiel, president of Schenley Industries in New York, asking the company to drop its sponsorship of the program [BROADCASTING • TELECASTING, July 9].

Telegram said:

National Assn. for the Advancement of Colored People vigorously requests you withdraw your sponsorship of television show, *Amos 'n' Andy*, as a gross libel on the Negroes and distortion of the truth.

In picturization of Negroes as amoral, semi-literate, lazy, stupid, scheming and dishonest, the caricature thus circulated perpetuates and extends the harmful stereotype which went out with the oldtime minstrel show.

We could not conceive of your sponsoring a similar distortion of Jewish, Catholic, Irish or other minorities. No one of the 15 million American Negroes who spend annually today in excess of 12 billion dollars, which includes Blatz Beer and other Schenley Products, can fail to resent such libel.

Nor can fair minded white citizens similarly fail to do so by purchasing products of other manufacturers who do not gratuitously insult their customers, at least one of whom refused to sponsor this show.

This request that you transfer your sponsorship to a TV program which is not in contradiction with contemporary concepts of racial democracy at this period of world peril, is made at unanimous request of delegates to recent 52d annual convention of NAACP at Atlanta. Copy of full text of resolution being mailed to you, and to Lewis Rosenstiel, president, Schenley Products. We await your reply before taking further steps.

CBS Declines Comment

Mr. White said that no reply nor recognition of the telegram has yet been received from either Blatz or Schenley, nor did CBS have any immediate comment.

Mr. White also said that Pabst Brewing Co. had rejected sponsorship of the program upon advice of a conservative Negro public relations man who had emphasized the controversial nature of the program.

CHARLES FIGHT

Set Makers To Sponsor DuMont TV Coverage

IN WHAT appeared to be broadcast television's first serious challenge to theatre television's "experimental" move into the fight field, nine major TV set manufacturers last week banded together to underwrite broadcast TV coverage of the Ezzard Charles-Joe Walcott bout on Wednesday night.

DuMont Television Network acquired both radio and TV rights—at a figure placed unofficially at $150,000—and then sold the radio rights to CBS while signing the manufacture group to sponsor the TV coverage on the DuMont network.

It is reported that the theatre group which has been sponsoring theatre TV fightcasts bid from $60,000 to $70,000 for the Charles-Walcott bout, but obviously were outbid.

Of the $150,000 reportedly paid for radio-TV rights, about $100,000 was said to be for TV rights and $50,000 for radio rights.

Exclusive Rights

The rights were acquired from the International Boxing Club, which has been dealing with the theatre group in experiments with theatre telecasting on an exclusive basis, the third and latest of which was last Thursday night's Rex Layne-Rocky Marciano bout.

Tom S. Gallery, DuMont sales director, who negotiated the contract with IBC for the Charles-Walcott heavyweight championship fight, said the nine TV manufacturers are sponsoring the show as a public service.

The sponsoring companies are Admiral, Crosley, DuMont, General Electric, Motorola, Philco, RCA, Sylvania and Westinghouse.

The CBS radio account of the fight will be sponsored by Pabst Sales Co. (beer).

DuMont telecast will be networked to 40 cities. By comparison the closed circuit telecasts have been going into seven cities. The bout is to be staged in Pittsburgh, starting at 10 p.m.

DuMont Favors Plan

In reporting plans for coverage of the match, DuMont saw the TV manufacturers' group-sponsorship plan as a move designed to establish a pattern that will assure home televiewers of continuing to get coverage of the nation's top sports events.

INS-INP EXEC.

Maloney To Aid Expansion

APPOINTMENT of Tom J. Maloney, TV producer-director, as a business representative and television film specialist was announced last week by the INS-INP Television Dept., which said the move is part of an expansion in the TV field and in conjunction with its acquisition of new TV film properties.

Mr. Maloney

Television Manager Robert H. Reid said Mr. Maloney, formerly with KEYL (TV) San Antonio, KBTV (now WFAA-TV) Dallas, WGN-TV Chicago and American Television Inc., Chicago, will work out of the company's main offices in New York. In addition to assisting the INS-INP television sales staff, his assignment includes TV station relations on all film matters and assistance in procurement of new TV film products.

DO MOVIES AND FIGHTS MIX?

Movie Counsel Warns Against TV Plunge

IN regard to billing telecasts of prize fights into movie theatres, a movie counsel last week cautioned motion picture exhibitors to look before they leap.

Abram F. Myers, general counsel and chairman of the board of the Allied States Assn. of Motion Picture Exhibitors, warned that boxing telecasts may not be the bonanza to theatres they now appear to be.

"Only a fool would try to stay the hand of progress or to argue against success, but it is sometimes wise to consider the possible ultimate effects of any innovation—even a seemingly successful one—before committing oneself to it," said Mr. Myers.

"The standout crowds at the theatres showing the Louis-Savold and Murphy-LaMotta fight seem to have started a stampede towards large-screen television. Times being what they are," Mr. Myers added, "that is only natural."

Another source estimated that theatre television may reach 100,000 seats in the next three months. Installed projectors are now said to cover 61,123 seats.

Mr. Myers, whose organization is a federation of 19 regional and group associations across the country, foresees several possible impediments to the unlimited growth of theatre sports telecasting.

"The cost of a television installation is very high; there is a dearth of first-class fighters; the attitude of other sports toward theatre television has not crystallized; the public reaction to having to pay for programs which were promised free remains in doubt; the ultimate effect on regular movie attendance is not known, and, of course, there are still the same old uncertainties as regards systems and channels."

Mr. Myers points out that regular movie goers, after experiences with the often coarse enthusiasm of fight fans, might cease to regard the theatre as a place of polite entertainment. Cost permitting, Mr. Myers suggests the advisability of having an all-fight program on the nights when a feature bout is to be held.

The exhibitor counsel alluded to Texas Guinan's greeting, "Hello Sucker!" and commented: "That is the salutation which we are tempted to revive in greeting those patrons who were induced to invest in home receiving sets by the slogan, 'Buy TV and see the fights free.'"

Appeal to FCC Seen

It seems reasonable to Mr. Myers to suppose that "when they (the home set owners) find that all the good things they were led to believe came with the set can only be seen at the theatre for a high admission price, they will squawk to the FCC.

"Whether that body in its anxiety to build up television will be deaf to the complaints of mere citizens and taxpayers—an unorganized and helpless group—remains to be seen," Mr. Myers continued.

"Nevertheless," he pointed out, "it is an added element of uncertainty and one that must be taken into account in deciding to take the deep plunge into theatre television."

MOVIE THEATRES

Now at All-Time High

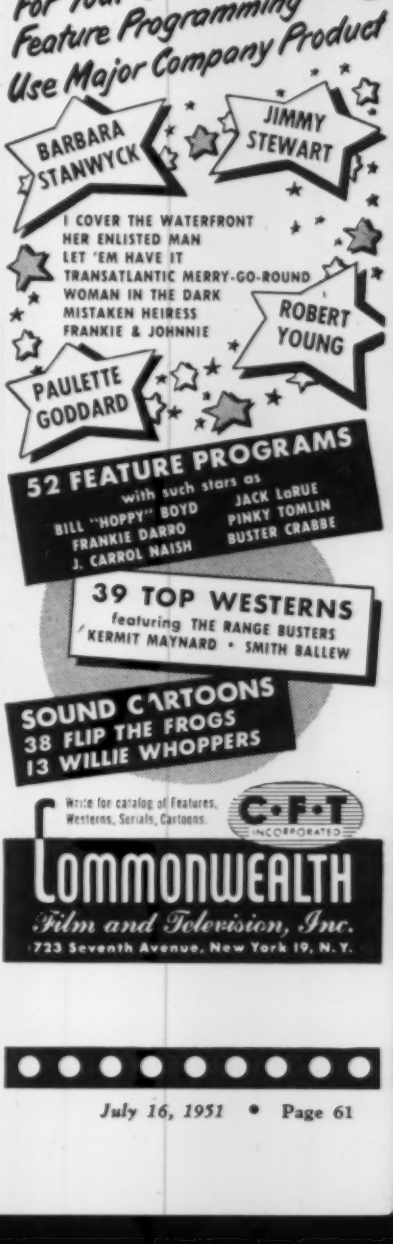
THE Council of Motion Picture Organizations last week cited the number of motion-picture theatres in the U. S. as refutation of claims that television has forced widespread theatre closings.

The number of movie theatres in this country is now at an all-time high of 23,120, Executive Vice President Arthur L. Mayer reported.

"Published reports of television's impact on the film industry," he said, "have given an entirely erroneous impression. Actually, since 1948, when television first became a factor in the entertainment industry, the number of picture theatres, far from declining, has increased more than 20%."

He said "investigation has shown that most of the movie houses which have been recently reported as closing were small, marginal operations and that television was only one of several factors that combined to make them business casualties."

Mr. Mayer said U. S. Commerce Dept. figures show the number of motion-picture theatres has increased 4,026 since 1948, and said total seating capacity has gone from 12,316,072 to 14,684,150 in that period.



Antenna Systems

(Continued from page 54)

fusing element in the development of television after the lifting of the freeze.

BROADCASTING • TELECASTING asked Michael R. Hanna, general manager of WHCU-AM-FM Ithaca and of the Rural Radio Network, for his views on the question. Mr. Hanna, it was felt, represented the kind of broadcaster who would be most sensitive to the problems imposed by community antenna services since he is not located in a large market and aspires to have a TV station when the situation permits.

Mr. Hanna pointed out that no matter what allocations plan is adopted by the FCC, many medium to small markets will be in line for TV stations, and prospective licensees in such places, faced with a tough economic problem basically because of the size of their markets, would face an even tougher time if community services were already feeding big-market TV shows into their areas.

"For example," Mr. Hanna said, "such an installation of a community antenna service in 5,000 or 6,000 homes in a small market at this time would inevitably mean a rush for the VHF receivers which are now on the market in abundance. It becomes immediately evident that a UHF allocation subsequently assigned to such a market would present a serious problem in terms of selling the market on conversion by which means the local station may acquire the necessary circulation."

Another "interesting factor," he said, is "the early and free delivery of 'outside' coverage for metropolitan stations."

"At first blush the licensee of the station whose signal is relayed might well lick his chops. Here is a plus for the advertisers. Here is a justifcation for rate increase. Here is power," he said.

"But let's see what really happens. Two results are quickly evident: First, the small market licensee is faced with serious economic uncertainty. He not only has the unnatural competition from the metropolitan market, but since the national advertiser already has coverage via the community antenna, the need for added budget is removed.

Problem Raises Questions

"And what will be the relationship between the licensee and the operator of the community antenna? Here is a problem for both the licensee and the Commission. How is the licensee's responsibility from the standpoint of services in the public interest, convenience and necessity affected?

"Certainly this new synthetic type of coverage could be presumed to establish new responsibilities to the areas which the licensee serves by virtue of the community antenna. On the other hand, the operator of such an antenna at this time is a free enterpriser responsible to none, either the community or the Commission, or, as a matter of fact, to the stations whose signals he relays.

"We must not sponsor the growth of a system which will prevent the establishment of television stations in smaller markets."

In Mr. Hanna's view the "ideal time for the nationwide launching of the community antenna system would be, from the point of view of the public interest, after the grant of licenses across the country to all who would qualify in the markets where allocations are possible."

He admitted, however, that such was wishful thinking and that it would be difficult to hold up the enterprising businessmen who are going into the community antenna business.

Operation

Sunburst

TELEVISION IMPRESSIONS

as low as

64c PER THOUSAND!

Brochures explaining this unique operation have been mailed out. If you haven't received yours, write or call your nearest WLW sales office.

•

Crosley Broadcasting Corporation

Educational Dilemma

(Continued from page 58)

Congress create to give advice to the FCC on how broadcasting is serving the public.

Whereas the UNESCO commission has 100 members, his proposed radio-TV board would have 11. Sen. Benton's proposals for an extension of the freeze and a creation of the advisory board are still in committee.

WSB-TV SALE

Present, Future Owner Score Protests

PROTESTS OF WGST Atlanta and E. D. Rivers Jr., licensee of WEAS Decatur, Ga., to the sale of the Channel 8 facility of WSB-TV Atlanta were vigorously attacked last week in replies filed with FCC by Atlanta Newspapers Inc. and Broadcasting Inc., present and prospective owners respectively, of the Channel 8 TV facility [BROADCASTING • TELECASTING, July 9, June 25].

WSB-TV declared the protests should be dismissed because they are unlawful and "without merit."

Atlanta Newspapers Inc., a merger of the *Atlantic Journal* (licensee of Channel 8 WSB-TV) and the *Atlanta Constitution* (permittee of Channel 2 WCON-TV there), proposes to switch the WSB-TV call to Channel 2 when construction of WCON-TV is completed, selling the Channel 8 plant to Broadcasting Inc., a new corporation composed of leading local citizens [BROADCASTING • TELECASTING, June 18].

The WGST protest, filed by Paul A. Porter, Washington counsel for the U. of Georgia, WGST licensee, charged Atlanta Newspapers could not sell the Channel 8 plant to Broadcasting Inc. because FCC's approval of the *Journal* and *Constitution* merger a year ago specified one of the two TV authorizations would have to be surrendered. WGST charged it had attempted to purchase WSB-TV earlier but had been refused.

Answering the Rivers protest, Paul D. P. Spearman and Fred W. Albertson, attorneys for Broadcasting Inc. and Atlanta Newspapers, respectively, contended the protest was an attempt to invoke "the old and now rescinded AVC rule," which had specified procedure for competitive bidding.

With repeal of that rule, according to the answer, "there is no law, rule or regulation left which gives any third party the right to oppose or object to the assignment or transfer of a radio station license from one party to another." Repeal of the rule, it was stated, was designed "to get rid and dispense with third parties attempting to butt in or become interlopers on an application for the Commission's consent to the assignment or transfer of a station license."

'No Law'

The answer contends the Commission "without exception has permitted licensees of two stations in the same city to sell one of them and assign the license under which it is operated. There is no law, rule or regulation which requires or authorizes the Commission to force such a licensee to surrender back to the Commission one of the licenses. It has never been required and if such a thing is stated, it is surplusage, and is not and should not be considered of any legal effect."

In another pleading, answering a protest by WGST Atlanta, against sale of the Channel 8 facility of WSB-TV to Broadcasting Inc., the same attorneys describe as "preposterous" this WGST claim. "Thus, as a result of this application, if granted, transferee (WGST) will be authorized to operate a television station in Atlanta and will compete with petitioner both for sponsors and audience."

The WGST contention that it that is "a person aggrieved or whose interests are adversely affected" is described as "ridiculous." Citation by WGST of the Sanders case is attacked and another case (Voice of Culman), it is added, "literally emasculates and destroys" the WGST claims as to potential "competition" since such competition would be between an AM and TV station.

The reply attacks the WGST claim it had offered to purchase the WSB-TV facility, contending no such offer was made. An effort to discuss the question of purchase is a far cry from an offer to purchase, it is claimed.

RTDG CONTRACTS

Signed by DuMont Network

THREAT of a strike of Radio and Television Directors Guild against the DuMont Television Network has disappeared following signing of contracts bringing to guild members employed at DuMont the same salary and working conditions effective at other networks, the guild announced last week.

A DuMont executive pointed out that the delay in signing had been due to still undissipated doubts as to whether directors can be unionized without violating the Taft-Hartley Act and whether the Wage Stabilization Board will allow the called-for wage increases of more than 10%. Contracts with RTDG, he said, have been submitted to the WSB. Since the inception of negotiations with the directors' union, he said, DuMont has been setting aside the wage increases, to be paid to the directors upon WSB approval.

Folsom Presents Awards

"PRESIDENT's Cup" awards were presented by RCA President Frank M. Folsom last week to four television service branches of the RCA Service Co. for "extraordinary achievement" in maintaining customer satisfaction during a recent three-month campaign by the company. They were the service branches at Flushing, N. Y.; Toledo, Ohio; Omaha, Neb., and Easton, Md.

NBC presenting tape recorded series of eight concerts from Hollywood Bowl, Sat., 6:30-7:30 p.m., beginning July 21.

Now Studio Flexibility Anywhere

with GPL's NEW PACKAGED, PORTABLE VIDEO SWITCHER

New GPL Video Switcher set up with two camera control units, a film chain control unit, and master monitor. This studio quality, field size switcher accommodates 5 cameras, 2 incoming lines.

NOW you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher sets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

GPL Video Switcher closed for transportation.

Write, Wire or Phone for Details

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

RCA Color

(Continued from page 53)

system was stressed in the company's advertisements in New York newspapers, telling set-owners in the area that "you can help test RCA COLOR TELEVISION . . . now!" Copy of the ads explained that following the original colorcasts, to be "viewed by members of the press and of the radio-television industry on experimental RCA color receivers," RCA at some later date "plans to place color sets where the performance of this modern all-electronic system can be seen by the public."

The ads went on to ask the public to tune in on Channel 4 at 10 a.m. any day last week, Monday through Friday, and then to report on how the reception of the color transmissions on their black-and-white sets compared with their normal monochrome telecast reception. From the first mail Tuesday morning, RCA reported a continuing deluge of mail in response to this appeal.

NBC also reported a sizable telephone response to the 10 a.m. transmissions, with many viewers commenting on the clarity and contrast of the black-and-white images received during the color transmission.

The fine quality of the black-and-white reception of the colorcast images also was noted by the audience of newsmen at the opening colorcast on Monday in RCA's Exhibition Hall in New York, where the program was received on two monochrome sets as well as three color receivers. In addition to the regular demonstration studio program of singers, dancers, models and love birds, the opening RCA demonstration color program also included an outdoor pickup from the pool at Palisades Amusement Park, across the Hudson River from Manhattan, where an RCA mobile color camera caught Buster Crabbe and an aquatic ballet in a diving and swimming exhibition.

RCA's colors, as received in the initial demonstration, seemed to tend toward the pastel shades, pleasing but less vivid and exciting than the hues shown by CBS in its inaugural of commercial color on June 25 [BROADCASTING • TELECASTING, July 2]. There was no fringing in RCA colors, however, such as could be noticed in the CBS images when a viewer turned his head from the picture. The RCA colors stayed steady even during a momentary period of interference during the initial transmission when the picture was streaked with static.

* * *

Tuning in the new RCA 21-inch color television receiver is an easy task for Marie Dube, who appeared on the field tests. This receiver has the largest direct-view color picture produced by RCA.

Most noticeable advantage of the RCA method of color transmission and reproduction over that of CBS was in the flesh tints. RCA's were true and lifelike at all times during the test program, while the faces of the performers before the CBS color cameras paled and darkened as they turned toward and away from the studio lights.

Ironic Satisfaction

RCA engineers must be taking an ironic satisfaction in the general commendation accorded their skin tone reproduction by newsmen at the initial demonstration. Last fall, when the FCC handed down its long-awaited decision on color TV, awarding commercial authorization to the CBS system and dismissing the applications of RCA and CTI, the Commission's conclusions included this comment:

"At none of the demonstrations on the record could RCA consistently produce pictures with adequate color fidelity. The inability accurately to reproduce skin tones is a particularly serious handicap. There appears to be no reasonable prospect that these difficulties in the RCA system can be overcome . . ." [BROADCASTING • TELECASTING, Sept. 4, 1950].

"Reasonable prospect" for correction or not, no one could ask for better color fidelity or more accurate skin tone reproduction than was demonstrated in the pictures of Nanette Fabray, mistress of ceremonies of the initial RCA experimental color telecast last Monday morning.

That morning, and through the week at 10-10:15 a.m., the RCA colorcasts were broadcast by NBC's experimental transmitter, KE2-XJV, atop the Empire State Bldg., utilizing Channel 4 which is normally used for the telecasts of WNBT, NBC's regular TV station in New York. The same demonstration programs also were repeated at 2:15 p.m. and 4 p.m. each day by closed circuit, as NBC's experimental license does not permit the interruption of regularly scheduled black-and-white telecasts for the network's color experiments.

In the demonstration hall, the colorcasts were received on two RCA sets with 16-inch screens and one set with a 21-inch screen. Because the color plate in the receiving tube has to be set back from the tube face, the images were somewhat smaller than would have been the case with monochrome images received on the same size tubes. Those on the 16-inch tubes were about nine by 12 inches, and on the 21-inch tube about 12½ by 16½ inches. The images on the smaller color receiving tubes were approximately the same size as the black-and-white images shown on the two monochrome sets, with 14-inch tubes.

With the RCA system there is "complete freedom" as to tube size, Dr. Engstrom explained, with no limits to the potential size of the screen. The 16-inch tube color screen contains 600,000 phosphor dots, 200,000 for each of the three colors, he explained, while the 21-inch tube has 800,000 dots. This tube is the largest color tube produced by RCA to date, he said, adding that color pictures 9 by 12 feet in size have been reproduced on an experimental model projection receiver.

Describing the improvements made in the RCA color system since its showing in Washington last December, Dr. Engstrom said: "We have refined and put into pilot plant production our tri-color kinescope, details of which were turned over to the radio-television industry three weeks ago. We have improved the circuitry of

COMMENTS ON RCA COLOR

Industry, Public Laud Field Test Results

RCA reports many favorable comments on its color system from the 150 industry officials who viewed the field tests in New York last week.

Mr. and Mrs. John Q. Public also liked the black-and-white images they saw on their receivers, according to the first 7,500 letters and wires received by RCA. Frank M. Folsom, RCA president, said over 5,000 viewers had communicated with RCA within 48 hours of the Monday tests. Comments ranged from satisfactory to enthusiastic. Many viewers said the pictures were clearer and brighter than normal service. Others commented on the compatibility feature.

Among industry leaders expressing enthusiasm for the RCA system were:

Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc.: "It was a lot better color television picture than RCA showed us in Washington last December. The picture was good enough, in fact, to start commercial operations immediately."

William Balderston, president, Philco Corp.: "We feel that there has been a marked improvement in RCA's color TV system. We were particularly impressed with the color fidelity and the remote pickup. The production of the color picture in black-and-white was even better than the black-and-white pictures being received on existing sets."

Dr. W. R. G. Baker, vice president in charge of electronics, General Electric Co.: "It was a most excellent picture. It was outstanding. I thought the color was really beautiful and the black-and-white was outstanding. All we've got to do now is to get compatible standards adopted."

Jack Binns, president, Hazeltine Electronic Corp. "This is a great step forward. The black-and-white reproduction on black-and-white sets is improved because of the transmission in color. The color is very good particularly in rapid motion and there is no color breakup at all. The compatible color system has got to win for it is in the public interest."

R. W. Durst, executive vice president, Hallicrafters Inc.: "We thought it was particularly good, especially the high fidelity during rapid movement. Compatibility, however, is the thing that impresses us the most and which we think is particularly desirable."

Robert Galvin, vice president, Motorola Inc.: "I was very pleased with the demonstration. I thought the color picture was excellent and the black-and-white was fine. Colors were true in every respect."

W. H. Myers, production manager, Crosley Div., Avco Mfg. Corp.: "The RCA all-electronic, compatible color system has shown a tremendous improvement over the last demonstration in Washington. It is unquestionably the best color show I have ever seen. We should get it out to the public as soon as we can."

Dr. T. T. Goldsmith, chief engineer, Allen B. DuMont Labs: "RCA has done a wonderful job in getting a color TV camera into the field for remote shots. It's a real step forward. I was impressed by the brightness, definition and fidelity of the big 21-inch tricolor tube. It shows great promise for the big picture, direct-view tube of the future."

R. J. Sherwood, vice president in charge of sales, Hallicrafters Inc.: "Remote control pickup and the tremendous action with the color staying true were remarkable performances. Anybody who doesn't like compatible color needs their head examined."

J. H. Carmine, executive vice president, Philco Corp.: "The progress made in the development of compatible, all-electronic color television in the last year is nothing short of phenomenal. This demonstration by RCA today has definitely proved that a practical tricolor tube has been developed. It's a tube that can put this country out in front of the world in television. If we accept anything less than this all-electronic and compatible system, our country would fall behind the world in the development of television. There is no question that the system shown by RCA today is ready for commercial operation."

studio equipment and receivers. And we have also improved the operation of our system.

"The improvements have showed up well in our laboratory tests and also have performed well in our preliminary operation in New York. We propose to proceed with careful and extensive field tests on these and other improvements."

During these field tests, Dr. Engstrom disclosed, color programs originating in New York will be checked over TV network facilities, both radio relay and coaxial cable. As the Commission, in its conclusions on color already cited, had questioned whether RCA color transmissions could be passed satisfactorily through the 2.7 mc channel provided by current coaxial cable facilities, this reporter asked Dr. Engstrom specifically whether the RCA images could be transmitted through present coaxial intercity connections and produce adequate pictures at the receiving end. The answer was an unqualified affirmative that this can be done.

How It's Done

RCA color television signals may be networked over radio relay circuits and over coaxial cable circuits which pass signals up to 4 mc in just the same way as for black-and-white, Dr. Engstrom explained.

When black-and-white TV signals are networked over the narrow band coaxial cable, 2.7 mc, the pictures at the far end suffer a loss of detail, he said. Accordingly, when the RCA color signals are networked over this narrow band coaxial, they are heterodyned down in frequency so that the color sub-carrier is just below the cut-off frequency of the cable. At the far end, the signal is multiplied up in frequency by the reverse ratio, so that the standard sub-carrier frequency is obtained.

The result, Dr. Engstrom said, is that with these color pictures, just as with black-and-white, there is a loss of detail because of the too-narrow pass band of the cable. However, he added, the signal does permit a picture in true and full color.

Asked about the relationship of RCA to the NTSC, Dr. Engstrom replied that the chief goal is a set of standards for color TV on which the industry can agree, although individual companies may have different methods of achieving the mutually approved results.

Mr. Folsom said that no consideration had yet been given to pricing the RCA color sets. That will come only when RCA is ready to put them into production for general sale he said. He noted that the first postwar RCA TV receiver was priced at $375 when it made its appearance in 1946, but that with increased know-how in manufacturing procedures the price had now been reduced to $139.50 for the identical model.

The RCA color sets used in the demonstration employed a total of 54 tubes, compared with 20 to 30 required for a black-and-white TV receiver. Dr. Engstrom explained that during the experimental period when the goal is to receive the best possible images the engineers do not stint themselves. Usually, he noted, when this goal has been achieved and the laboratory model put into production, it is found that a larger safety factor has been allowed than is necessary. He predicted that by the time the RCA color sets are ready for retail sale they will have fewer tubes than at present.

In answer to a question, he said he saw no reason that there should be any difference in the number of tubes required for a receiver to operate under the CBS system than under the RCA system, provided the tri-color tube is used in either set.

Questioned as to CBS statements concerning that network's inability to get an RCA tri-color tube, Dr. Engstrom stated: "CBS has asked for a three-color tube and it has been delivered to them."

In answer to a query from BROADCASTING • TELECASTING, a CBS spokesman said Thursday: "We have the tube and we are working on it." A delegation of CBS executives witnessed the Friday morning demonstration on invitation from RCA.

Baseball Crowds

(Continued from page 55)

Phillies in the Quaker City fared a 15% loss. But they are foundering in the second division after a 1950 season that brought them the National League pennant. They telecast games regularly.

Cleveland Indians in the American League are on television as are the New York Yankees in the younger league. New York Giants in the National have full TV coverage as do the Chicago Cubs. The Cincinnati Reds have some TV coverage.

All of these teams fared pretty well in a year of attendance decline.

In fact the Reds, a National team that was in fourth place at All-Star game time, ran up an 18% increase at the box office. The Cubs were off some 15% but they were hovering in seventh place, where they have been visiting the past two years. In addition, they are in the city which boasts the reawakened White Sox.

The Cleveland Indians, not the drawing card of old when they were a pennant factor through the season, slumped 17%; the Yankees were about even with last year.

Mr. Jordan concludes:

"Television may make good performance more necessary, but it certainly does not prevent the hot team or outstanding star from drawing well at the gate.

'Real Answer'

"The real answer, if there ever is one to this controversy, probably will be that television is just another competitor for entertainment time.

"People can be more selective and they pick the top performers—whether in sports, movies or TV shows. With all due respects to NCAA, banning television is not the answer. Putting on a good show is."

CONSERVATION

RCA Supplies Tested Hints

TESTED methods for conserving critical materials and supplemental data dealing with alternative parts and tubes it has developed are being supplied by the RCA Service Co. to television service organizations within the industry.

The data is contained in a *Handbook on Conservation of Materials* now being mailed to these associations in accordance with the company's policy of sharing information and developments toward the end of improving standards of TV installation and servicing, according to E. C. Cahill, president of RCA Service Co.

The 34-page handbook lists a variety of alternates for any given operation, specifies whether substitutions can be made directly or require compensating adjustments, and gives a performance rating for each alternate. Use of alternates assures top quality operation and complete satisfaction to the customer, Mr. Cahill added.

Color Demonstrations

DEMONSTRATION of its new "universal transformer" for reception of both color and black-and-white telecasts is slated by Color Video Inc. for today (Monday) in New York. Two showings are scheduled, one at 10 a.m. for newsmen, and one at 3:30 p.m. for wholesale distributors. Color Video President William N. Ivler said complete testing equipment would be available to show details of the operation of the transformer and use of an adapter kit.

Lewis' TV Debut

JOHN L. LEWIS, president of United Mine Workers, was to appear on television for the first time yesterday (Sunday), on *Meet the Press*, 7:30-8 p.m. on NBC-TV sponsored by Revere Copper & Brass.

Renew Don McNeill

PHILCO CORP., Philadelphia, renews *Don McNeill's TV Club* alternate Wednesdays, 8-8:30 p.m. (CDT) on ABC-TV through Hutchins Adv., same city.

Film Report . . .

IN DIRECT opposition to a current fad for running and re-running old movies for TV audiences is WLWT (TV) Cincinnati's plan of sprinkling in new, completely original feature films. Last summer rights to 68 **J. Arthur Rank** full length features were bought by the station, and last week an exclusive purchase of 26 films never before seen on local TV or first-run movie screens was announced. All the films were made in the past five years by **TELE-PICTURES Inc.**, Hollywood.

Bed and Board Inc., a California corporation, has signed veterans **Charles Coburn** and **Spring Byington** for *Bed and Board*, a half-hour TV film series. Production costs are running at $25,000 per picture and **Morris M. Wein**, former eastern motion-picture attorney, is the producer.

Beulah, radio voice and all, will be on television next spring, according to **ROLAND REED TV Productions**, Los Angeles. **Procter & Gamble's Dreft** and **Oxydol** will sponsor the show, which has been seen on ABC-TV during the past season with **Ethel Waters** in the title role. **Hattie McDaniel**, the radio Beulah, is star of the new production, tentatively scheduled for initial telecasting in April 1952. Producer will be **Tom McKnight**, representing P&G's agency, **Dancer-Fitzgerald-Sample Inc.**

One man, **Clete Roberts**, is said to be outproducing the big movie studios with his daily quarter-hour film documentary, *World Report*, now available from **INS-TELENEWS**, New York. During the next year, he will produce 260 of the daily programs, totalling 65 hours running time, more than a major Hollywood movie studio puts out in a year.

Life With Linkletter, a live ABC-TV show during the past season, turns to film next season with **JOHN GUEDEL Productions**, Hollywood, producing. Each program will be shot for 40 minutes and then cut to half-hour segments for telecasting. Sixteen films, costing $11,000 each, are now planned. The series starts Aug. 21 and will run alternately for 44 weeks, Friday 7-7:30 p.m. In order to complete the season, six of the films will be repeated. **Green Giant Co.**, Le Sueur, Minn., will continue sponsoring the show.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO PATHE, INC.
625 Madison Ave.
N.Y. 22, N.Y. • Plaza 9-3600

Pushes to Freeze Lift

(Continued from page 53)

running some 100 pages, reportedly has been prepared by the Commission and should be ready for distribution at the July 20 conference.

The city-by-city hearing deals with Appendices C and D, the former containing the table of specific channel assignments to each city in the U. S. and the latter dealing with "tentative" border allocations with Mexico and Canada.

Comr. Rosel H. Hyde recently returned from conferences in Mexico on the U.S.-Mexican border allocation proposals and some revisions are understood to have been made.

The Assn. of Federal Communications Consulting Engineers met last Monday at the offices of its president, George Davis, to discuss the TV allocation proceeding. It was decided not to file a formal support of the NARTB-TV plan at that time, but it was determined that should the NARTB-TV plan be adopted, AFCCE would request that an initial period of 60 days be allowed rather than 30 days for the filing of direct evidence.

The NARTB-TV plan also provides that 30 days be allowed for the filing of counter-comments and replies, but AFCCE had nothing to say on this.

Formal support for the NARTB-TV suggestion was filed Thursday by the Washington law offices of George O. Sutton in behalf of a number of TV applicants and operating stations. The Sutton petitions, however, suggested that 45 days rather than 30 days be provided for initial filings.

The FCC on Thursday also dismissed as premature a petition by WKY-TV Oklahoma City which requested that (1) FCC's order to show cause why it should not be moved from Channel 4 to Channel 7 be severed from the general proceeding and (2) a separate formal hearing held thereon. FCC indicated the petition could be re-filed at a later date without prejudice.

Bell Request

The request for 40 mc in the UHF band for a broad band common carrier service, initiated by Bell Telephone Labs., was first considered in 1948 in connection with allocation of the 450-460 mc band, now designated for the domestic public land mobile radio service. It its April 27, 1949, report in that case, the Commission recognized the need for development of the broad band common carrier plan and ruled that the merits of such a plan would be disposed of in the proceeding on allocation of UHF television.

The issue of whether to take 470-500 mc away from TV for common carrier use was formalized in subsequent orders and heard by the full Commission in latter 1950.

The Commission's order denying the common carrier plan, to become final Aug. 27, pointed out the FCC was "forced to resolve a conflict between two socially valuable services for the precious spectrum space involved. We find that the needs of each of the two services are compelling.

"But while we find and conclude that there is, on the part of the common carrier mobile service, the need for further expansion of service beyond that already provided by our rules and regulations and by techniques now being employed," FCC stated, "we do not conclude that the only available solution to the common carrier land mobile service lies in the utilization of the frequency band 470-500 mc."

FCC's conclusion pointed out these alternatives are available to the common carriers:

(1) Requiring smaller separations between frequency assignments in the bands below 162 mc, i.e., 40 kc, 30 kc, or even 20 kc frequency separation.

(2) Development and use of more efficient techniques of operation such as single side band transmission, multiplex, etc.

(3) Utilization of geographic frequency sharing so as to obtain utilization of frequencies assigned to non-common carrier services in critical population centers where such non-common carrier frequencies are not required for local use.

"We find and conclude that the television broadcasting service likewise requires an enlargement of its existing and exclusive frequency allocation—certainly to the extent of the 30 mc of spectrum space here in issue—to ensure that an adequate nationwide and competitive system of television broadcasting may be established," FCC said.

The decision continued:

However, unlike the common carrier mobile service, a proper television broadcast service allocation cannot be achieved through the utilization of spectrum space at some other portion of the spectrum, or through the employment of similar techniques and alternatives available to the common carrier services.

If the television service is to be expanded to the extent indicated, it must expand in that portion of the frequency spectrum immediately adjacent to and comprising part of the spectrum already set aside for its exclusive use, i.e., 500-890 mc. It is for these reasons that we are forced to the conclusion that the allocation of the frequency band 470-500 mc should be made to the television broadcasting service.

Cites Facsimile

FCC's ruling noted that at present 470-475 mc has been allocated to facsimile broadcasting, but "no one has objected to the deletion of facsimile broadcasting from this band. Further, the Commission believes that if facsimile broadcasting is to be conducted it will be accomplished on existing broadcast stations such as the FM broadcast stations in portions of the spectrum in which those stations are assigned. Accordingly, the Commission has concluded that facsimile broadcasting, as such, should no longer be permitted in the 470-475 mc band."

In his dissent, Comr. Walker argued that in the earlier proceedings "it became evident that (1) there was a genuine public demand and need for [the common carrier] service and (2) that the frequencies allocated to such service in those proceedings would not likely be sufficient to take care of the ultimate requirements of the service.

"I am constrained to view the proposed alternatives suggested by the majority as inadequate," he stated.

Contending that the record in the present case supports conclusions and evidence of need indicated in the earlier proceedings, Comr. Walker continued:

It is my view that the public interest, convenience and necessity would be better served by the allocation of the 470-500 mc band to the common carrier mobile service than to TV broadcasting.

The point of difference between myself and my colleagues, therefore, goes to the question of the relative needs of the television broadcasting service and the common carrier mobile service.

I do not believe these needs are equal, but believe the needs of the common carrier service are greater. On this point, it is my feeling that the majority are placing undue emphasis upon the needs of the television service.

I do not believe that it is necessary in order to establish an adequate nationwide and competitive system of television broadcasting, to allocate the 470-500 mc portion of the spectrum to television broadcasting. For this reason, I dissent from the decision of the Commission.

Harold Berman

FUNERAL services for Harold Berman, 37, television and stage actor known professionally as Harry Kingston, were held July 6 from Church of the Recessional, Forest Lawn Memorial Park, Glendale, Calif. Mr. Berman died in Los Angeles July 4 following a heart attack while playing baseball. Burial was in Forest Lawn.

Campana Buys

CAMPANA Sales Co., Batavia, Ill. (Italian Balm lotion), is to sponsor 12:15-12:30 p.m. segment of *Ruth Lyons 50 Club* on NBC-TV for 52 weeks starting Oct. 5. Program will be seen Monday through Friday, 12-12:30 p.m., commencing Oct. 1. Campana agency is H. W. Kastor & Sons, Chicago.

Personalities . . . *Plus!*

WVAM features more, better known local personalities than any other local station.

★ **"HI, NEIGHBOR"***
With Bob Walter, "the Hi, Neighbor man." Biggest mail pull show in the area. (4:30-5:30 PM, Mon. thru Fri.)

★ **"INFORMATION UNLIMITED"**
Altoona's favorite women's show, featuring Jeanne Lindaman. (9:15-9:45 AM, Mon. thru Fri.)

★ **"RILEY'S ROOSTER REVIEW"***
Altoona's top morning show, with Johnny Riley. (6:00-8:00 AM, Mon. thru Sat.)

★ **"HOEDOWN HIT PARADE"***
With Blair Kelly—a D. J. show with a new twist.

** Participation spots available*

THESE PERSONALITIES GIVE ADVERTISERS A *PLUS* AUDIENCE—AND HELP TO MAKE . . .

WVAM FIRST WITH LISTENERS IN THE ALTOONA-PENNSYLVANIA AREA.

WARD CBS **WVAM**
JOHNSTOWN **ALTOONA**

Represented by **Weed** and Company

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

front office

NORMAN J. OSTBY, station relations director Don Lee Broadcasting System, Hollywood, appointed vice president in charge of station relations. Mr. Ostby joined Don Lee organization in Sept. 1949, as sales service manager. Mr. Ostby was instrumental in setting up its cooperative program structure as well as coordinating all network program sales. Prior to Don Lee, he was assistant to ABC Western Division vice president for three years. Before going to Hollywood in 1946, Mr. Ostby was with ABC New York station relations department for four years.

Mr. Ostby

TED LAZARUS, advertising manager Eagle Lion Classics, N. Y., appointed advertising and sales promotion manager, WMGM New York, succeeding HERMAN COWEN recently resigned.

JOHN H. MAYBERRY, manager KUNO Corpus Christi, Texas, appointed general manager KUNO and KWTN Crystal City, Texas. BEN BLACKMON Jr. appointed station manager KUNO. He was with KEYS and KWBU, both Corpus Christi.

GRAEME ZIMMER, former general manager WXGI Richmond [BROADCASTING • TELECASTING, July 9], appointed general manager WCAV Norfolk, succeeding H. A. SEVILLE.

Mr. Zimmer

ROBERT S. SINNETT, commercial manager WARE Ware, Mass., appointed to sales staff WEEI Boston, succeeding THOMAS H. CALHOUN, who will devote his full time to national accounts.

HOWARD ECKER appointed to sales staff WKRC-FM Cincinnati.

H-R REPRESENTATIVES Inc., N. Y., opens new offices in Los Angeles in Equitable Building at Hollywood Blvd. and Vine St. Telephone: Granite 1480.

HOBBY MYERS, commercial manager KDB San Diego, to KFMB that city, in same capacity.

DAVID E. BIGLEY, general manager WALD Walterboro, S. C., resigns. Future plans not announced.

BILL McKIBBEN, co-manager WACB Kittanning, Pa., inducted in Armed Forces.

STUART WEISSMAN, space sales department *International Confectioner*, to sales department WOR New York as assistant to WILLIAM CRAWFORD, sales manager.

DEAN DANTA, news editor KLX Oakland, to KYA San Francisco as account executive.

RAY D. SCOFIELD named account executive John E. Pearson Co., N. Y., station representative firm. He has been vice president in charge of sales for Trans-Radio Recordings, Boston, and before that was New England sales manager for Louis G. Cowan Inc., program production firm.

Mr. Scofield

JOHN L. SINCLAIR Jr., account executive WCHS Charleston, W. Va., appointed sales manager.

C. S. WILLIS, president Southern Virginia Broadcasting Corp. (WSVS-AM-FM) Crewe, Va., re-elected president of corporation. Other officers elected are: J. P. QUISENBERRY, elected first-vice president; C. E. WILSON, second-vice president and secretary, and M. SCHAUBACH, re-elected treasurer.

B. M. PRENDERGAST, advertising staff *St. Louis Star-Times*, to sales department KXOK-FM St. Louis.

FRANK MAGEE, recent graduate Yale U., to sales staff of Donald Cooke Inc., N. Y.

BERNARD MUSNIK, eastern sales manager Crosley Broadcasting AM and TV stations, flew to Paris Thursday for vacation in his native city, returning to New York about Aug. 1.

Personals . . .

WILLIAM L. KLEIN, founder and president of United Broadcasting Co. (WOPA Oak Park, Ill.), received honorary Doctor of Fine Arts degree from Boguslawsky College of Music, Chicago, "for his many years of faithful interest and service in the young artists of the country and for his promulgation of the fine arts and cultures" . . . ROBERT A. KLEIN, manager WDAS Philadelphia, inducted as member of City Business Club of Philadelphia . . . HARRY MAIZLISH, president and general manager KFWB Hollywood, appointed member of executive committee of National Conference of Christians and Jews . . . LAWRENCE McDOWELL, commercial manager KFOX Long Beach, awarded National Engine Manufacturers cup for winning annual Long Beach Yacht Club San Diego-Long Beach race for third successive year. His boat is *Vera Lee II*.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 through FEBRUARY, 1951

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	30.8	25.3	23.8	0.1
Monday thru Friday 12:00 Noon-6:00 PM	23.3	64.9	19.1	15.7	0.3
Sunday thru Friday 6:00 PM - 8:00 PM	38.1	74.4	13.1	11.9	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	40.8	67.5	9.1	20.4	3.1

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS INC., *National Representatives*

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities

Represented by Raymer

PRINCE RETIRES
Leaves GE After 32 Years

RETIREMENT of David C. Prince, a vice president of General Electric Co. and veteran of the firm for 32 years, has been announced by Ralph J. Cordiner, GE president. Mr. Prince plans to enter the consulting engineering field, with headquarters in Schenectady.

A former head of the company's General Engineering and Consulting Labs, Mr. Prince has been responsible for various developments in electrical engineering and holds nearly 100 U. S. patents. In 1940 he was recipient of the Modern Pioneer Award for outstanding contributions to engineering science. Mr. Prince was named to head the engineering and consulting lab in 1945 and early this year was appointed to the president's staff at GE.

Back in the Saddle Again!

Yes, the "Bellowing Bowlegged Boy," Biff Collie, comes back to K-NUZ July 1st. Biff, one of K-NUZ's top stars, returns with "Collie's Corral," 11:00 AM to 1:00 PM daily, and "Houston Hoedown," 7:00 to 10:00 PM nightly.

Step up your sales with a proven air salesman who has made record-breaking sales and Hooper history on K-NUZ—Biff Collie!

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581
"RADIO RANCH"
P. O. Box 2135
TWX HO 414

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND FIRST QUARTER 1950 AND 1951*

Product Class	May 1951	Jan.-May 1951	May 1950	Jan.-May 1950
Apparel, Footwear & Acces.	$226,695	$1,199,046	$89,943	$298,613
Automotive, Automotive Supplies & Equip.	736,853	4,076,380	387,901	1,729,455
Beer, Wine & Liquor	404,984	1,898,281	110,787	584,786
Building Materials, Equip. & Fixtures	.....	7,690	.....	.....
Confectionery & Soft Drinks	220,931	1,082,390	142,117	345,208
Consumer Services	55,500	287,600	17,580	76,815
Drugs & Remedies	158,325	686,890	24,660	97,470
Food & Food Products	2,255,782	9,912,796	406,514	1,512,967
Gasoline, Lubricants & Other Fuels	258,557	1,081,902	135,565	476,240
Horticulture	.....	.....	620	1,140
Household Equip. & Supplies	555,847	2,967,559	196,973	764,743
Household Furnishings	330,585	1,653,264	197,004	751,756
Industrial Materials	300,525	1,467,250	9,698	9,698
Insurance	31,360	207,790	.....	.....
Jewelry, Optical Goods & Cameras	216,659	996,206	23,875	34,[illegible]
Office Equip., Stationery & Writing Supplies	53,040	129,090	.....	.....
Publishing & Media	72,225	299,533	26,467	102,[illegible]
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	378,130	2,165,842	297,980	1,181,[illegible]
Retail & Mail Order	145,875	835,705	.....	1,[illegible]
Smoking Materials	1,369,139	6,119,084	546,457	2,822,[illegible]
Soaps, Cleansers & Polishes	1,031,900	3,545,401	56,395	161,[illegible]
Toiletries & Toilet Goods	1,112,768	4,853,575	233,731	918,[illegible]
Miscellaneous	95,464	602,792	14,196	74,[illegible]
TOTAL	$10,011,144	$46,076,066	$2,959,299	$11,158,[illegible]

SOURCE: Publishers Information Bureau.
* 1950 figures cover ABC, CBS and NBC TV networks but not DuMont; 1951 figures cover all four networks.

* * *

Time Sales Up

(Continued from page 55)

class, shows only five changes in the 22 categories from April. Pabst Brewing Corp. replaced Anheuser-Busch as the leading Beer account; Westinghouse Electric took first place from General Electric in the Household Equipment class; Jacques Kreisler became top Jewelry advertiser on the TV networks in place of Speidel Corp.; Eversharp took the office equipment leadership from Minnesota Mining & Mfg. Co. There was an absence of Building Materials advertising from the video networks in May, this group being represented by Kenwill Corp. the previous month.

Top Last Year

Table III, comparing total gross TV network time sales made to each class of product for May and January-May 1951 with May and January-May 1950, shows this year's billings far ahead of last year's. Again it should be noted that the 1951 figures cover four TV networks, the 1950 figures only three.

Compared to April, use of TV network time in May increased for Beer, Food, Gasoline, Industrial Materials, Insurance, Office Equipment, Retail, Smoking Materials, Soaps & Cleansers, and Toiletries; decreased for Apparel, Automotive, Building Materials, Candy & Soft Drinks, Consumer Services, Drugs, Household Equipment, Household Furnishings, Jewelry, Publishing, Radio & Video sets, Miscellaneous.

Kenneth W. MacMullen

KENNETH W. MacMULLEN, 59, former news editor of WTAG Worcester, Mass., died July 6. An illness had forced his retirement some 18 months ago from newspaper work, where he had been on the copy desk of *The Worcester Gazette* (WTAG-AM-FM). A son, Dexter R. MacMullen is news editor at WEAN Providence, R. I. Mr. MacMullen was on the copy desk at the *Providence News* and assistant managing editor of *The News Tribune* in Providence. Surviving are his widow, mother, and three sons.

ABC AD DRIVE

Budgets $35,000 for N. Y.

A SUSTAINED advertising campaign calculated to convince advertisers and public that "America Is Sold on ABC" was initiated by the network last week.

Mitchell De Groot, ABC advertising director, said advertisements in three New York newspapers—*Times*, *Herald-Tribune*, and *Wall Street Journal*—are scheduled at a frequency of at least three insertions a week until September, and that the campaign then will be extended into leading trade publications.

The drive is in addition to ABC's regular advertising program, which will be increased substantially in anticipation of the fall radio and TV season, Mr. De Groot reported. He said ABC already outspends any other network in radio and TV program promotion in national magazines and major market newspapers.

The special New York campaign, budgeted at $35,000, is aimed at top-level management. Aside from the full-page kickoff last Tuesday, 13 advertisements are being prepared. Each points up a specific ABC strong point—ownership of five television stations, extent of radio coverage, number of advertisers which have been on ABC for long periods, TV production facilities, flexibility of ABC's "Pyram[illegible] Plan" of radio sponsorship, et[illegible]

Six of the 13 advertisements w[illegible] boost ABC radio; six ABC T[illegible] and one will be devoted to both.

The "America Is Sold on AB[illegible] theme also will be featured in loc[illegible] advertising of ABC's owned st[illegible] tions, and kits for similar prom[illegible] tion by other affiliates are in pr[illegible] paration. The network also is usin[illegible] the "America Is Sold" identific[illegible] tion on station breaks in both rad[illegible] and television.

Mr. De Groot said ABC additio[illegible] ally plans to increase the frequen[illegible] of its regular program promoti[illegible] "strip" ads on the radio-TV pag[illegible] of New York papers, and will sta[illegible] similar ads wherever possible [illegible] newspapers in markets where AB[illegible] owns stations. ABC Agency [illegible] BBDO New York.

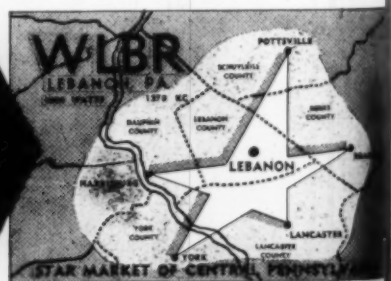
BBC CHARTER

Renewed for 15 Yea[illegible]

BRITANNIA will rule the [illegible] waves of the British Broadcasti[illegible] Corp. for at least another 15 year[illegible] it was decided last week.

The government announced [illegible] would retain control of the BB[illegible] described as the largest and mo[illegible] far-reaching radio monopoly in t[illegible] world. Advertising is barred, a[illegible] listeners will continue to be tax[illegible] for the privilege of owning a ra[illegible] set and listening to broadcasts.

This Rich Lebanon Valley Market Is YOURS...



300 Million DOLLARS WORTH covered with ONE STATION

WLBR AM FM
LEBANON, PA. • 1000 WATTS • 1270 KC
The STAR MARKET of Central Pennsylvania
JULIAN F. SKINNELL—Operations Mgr.
REPRESENTED BY RAMBEAU

PANEL discussion pointing up "175 Years of Freedom" was led by Commentator Robert Trout (r) in a special July 4 simulcast from the studios of WTAR-TV Norfolk, Va. The special Independence Day program, which was broadcast by WTAR and WLOW Portsmouth, Va., was patterned after Mr. Trout's *Who Said That?*, NBC series, and featured newspaper and military representatives. L to r: Col. Thomas J. Weed, U. S. Army, commanding officer, Norfolk Sub-Port of Embarkation; Robert L. Stern, director, Social Studies Dept., Norfolk Div., College of William and Mary; Vice Adm. Felix B. Stump, U. S. Navy, acting commander-in-chief, Atlantic and U. S. Atlantic Fleet; A. T. Dill Jr., associate editor, and Joseph A. Leslie Jr., editor, Norfolk *Ledger-Dispatch*, and Mr Trout. The program also was recorded for broadcast over WGH Newport News, Va. Mr. Trout visited Virginia, the "Cradle of Liberty," to stage the special event.

NARND AWARDS

Mosse Heads Committee

BEN CHATFIELD, WMAZ Macon, Ga., has announced the appointment of Baskett Mosse, Northwestern U., as chairman of the 1951 National Assn. of Radio News Directors awards committee competition, details of which were revealed last week. NARND will award plaques to one AM and one TV station and certificates of honorable mention to three stations each in the AM and television categories.

Deadline of Sept. 22 was set for entries, to be mailed to Mr. Mosse at Northwestern U.'s Medill School of Journalism. The judges will weigh individual "meritorious" programs against the background of "general excellence," taking into account facilities and news staff size of stations. NARND awards were won last year by WOW Omaha and WHAS-TV Louisville and in 1949 by WHAS and WFIL-TV Philadelphia.

In the radio classification, candidates should submit a report on special coverage of one or more major news events and one on community activities or problems. TV candidates are to send a general description of the station's news activities, including personnel strength and news schedule, and similar reports on coverage of major news events and community activities. Presentations must fall within the period Sept. 1, 1950, to Sept. 1, 1951.

AAAA Issues Roster

AMERICAN Assn. of Advertising Agencies has issued its 1951 "Roster and Organization," compiled as of May 30. It lists 254 member agencies, with 453 cities and 24 foreign countries. Also contained are names of 428 persons from member agencies serving on the association's committees and related bodies. Roster includes "AAAA Standards of Practice for Advertising Agencies" with changes made to "more clearly correspond to present judicial thinking."

AVCO MFG. Corp. has completed arrangements with two insurance companies for additional long-term loans amounting to $10 million to be used in present and anticipated defense production.

a radio program and merchandising service featuring MARTHA CRANE and HELEN JOYCE

(see inside front cover)

WLS CHICAGO 7

Clear Channel Home of the National Barn Dance

IRE FALL MEET

Scheduled for Oct. 29-31

INSTITUTE of Radio Engineers' 1951 radio fall meeting will be held Oct. 29-31 at King Edward Hotel in Toronto, Meeting Chairman Virgil M. Graham, director of technical relations of Sylvania Electric Products, announced last week.

Tentative program includes an address by IRE President Ivan S. Coggeshall at a general session the morning of Oct. 29, followed by an afternoon meeting on reliability of tubes and circuits, sponsored by the IRE Professional Group on Quality Control. D. B. Smith, vice chairman of the National Television System Committee, will be in charge of a symposium on color TV at the Oct. 30 morning session. Presentation of plaque awards for individual contributions to the radio-electronic industry is slated at the dinner on Oct. 30.

The morning session on Oct. 31 will be sponsored by the IRE Professional Group on Audio, while the afternoon session will be devoted to television.

Mr. Graham said there will be no advance registration for the meeting and advised prospective participants to make hotel reservations early.

HARRY HEILMANN

Famed Sportscaster Dies

HARRY EDWIN HEILMANN, 56, four-time American League batting champion and one of the most popular sportscasters in the Great Lakes area, died last Monday as many of his old team mates gathered in Detroit for the All-Star Game. Cause of death was listed at Detroit's Henry Ford Hospital as cancer of the lungs.

After ending his Detroit Tiger playing career in 1929, Mr. Heilmann entered the radio field in 1933 and built a large following with his broadcasts of Tiger games. He had broadcast Tiger games since that time and was taken ill last March at the Tiger training camp in Lakeland, Fla. A native of San Francisco, he leaves his widow, Mae; a daughter, Mary Ellen, and a son, Harry Heilmann Jr.

Fanny Brice Will

WILL of the late Fanny Brice, star of NBC *Baby Snooks Show*, has been filed in Los Angeles Superior Court for probate. It left most of her estimated $2 million estate to two children, Mrs. Francis Stark and William Brice. Bulk of the estate was ordered placed in trust and disbursed to her son and daughter over a 20-year period. Miss Brice died May 29 after being stricken by a cerebral hemorrhage five days before [BROADCASTING • TELECASTING, June 4].

If it's ears you're missin'
The kind that'll listen

When you say your product is good;
Make sure you get an

The station folks bet on
In Greater Grand Rapids, it's WOOD;

Want facts on WOOD's scope?
Call Katz for the dope.

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' *only* 5000 watt station

For the best earful in Greater Grand Rapids ...

WOOD

GRAND RAPIDS, MICHIGAN

5000 WATTS • NBC AFFILIATE

Also WFDF — Flint, Mich., WEOA — Evansville, Ind. WFBM — Indianapolis, Ind.

National Representatives
Katz Agency, 488 Madison Ave., New York, N. Y.

air-casters

Mr. Gonzales

FRANK GONZALES, production and traffic departments Morris-Timbes Adv. Inc., Mobile, Ala., appointed promotion manager WLAC Nashville.

JOHN W. JONES, music and promotion manager WHOP Hopkinsville, Ky., appointed program director, succeeding **CHARLES STRATTON,** now manager WRAG Aliceville, Ala.

BOB JONES appointed to announcing staff WKRC-TV Cincinnati. He was station manager and program director WJEL Springfield.

JAMES McKINNEY, program director WKDA Nashville, Tenn., appointed director of programs and public relations WSIX Nashville.

JOHN WILLIAM QUINN, morning man WTYC Rock Hill, S. C., appointed production manager WBTV (TV) Charlotte, N. C.

MADONNA TODD, continuity editor KCBS San Francisco, resigns. She is replaced by **MILLICENT BENIOFF,** program department.

MARILOU MILLER, sales department, KCBS San Francisco, transfers to promotion department. She succeeds **MARY MANN,** now with Botsford, Constantine & Gardner, S. F.

JEROME WALTER, PAX Productions, to announcing staff KCBS San Francisco.

STAN ORLIN, graduate Columbia Institute, Phila., appointed to announcing staff WWBZ Vineland, N. J.

ERNIE PAYTON, graduate, to announcing staff WCAM Camden, as disc jockey on *Payton's Platter Parade.*

DICK GRAHAM, announcing staff WWBZ Vineland, to WMID Atlantic City.

JOSEPH BUSH and **BOB EDGRON** appointed to announcing staff WIP Philadelphia, as summer replacements. Mr. Bush was with WTIC Hartford, and Mr. Edgron was with WSNJ Bridgeton, N. J.

WARREN HEWITT, KHMO Hannibal, Mo., named staff announcer and sportscaster KIRX Kirksville, Mo.

ED DEMBINSKI, recent graduate Duquesne U., Pittsburgh, appointed to announcing staff WSTV Steubenville, Ohio.

ED KANE, WPEP Taunton, Mass., working as summer replacement announcer at WEEI Boston, handling daytime schedule. **JOHN DOUGLAS,** WJDA Quincy, takes over nighttime schedule as summer replacement.

JAMES STANLEY working as summer replacement announcer at WDRC Hartford.

TOM PARRISH, WXGI Richmond, to announcing staff WCAV Norfolk.

JOYCE URBAN, music librarian WNJR Newark, resigns to assist her husband in construction business.

BOB HICKS, announcer KLRA Little Rock, Ark., appointed director of merchandising in station's promotion department. He has been with KANS Wichita.

Mr. Hicks

JACK BENNY named campaign chairman for 1952 Radio-Television-Recording and Advertising Charities drive, starting in Los Angeles Sept. 15.

JOHN O'REILLY, announcer WOR New York, father of boy, Robert Laux, born June 30 in Doctor's Hospital, New York.

BLAKE RITTER, announcer WOR New York, father of boy, Martin Harris, born June 20 in St. Vincent's Hospital, New York.

DONALD O'CONNOR, TV and motion picture actor, signed by NBC-TV to an exclusive contract for the 1951-52 season. He will be featured on NBC-TV's *Colgate Comedy Hour,* Sundays, 8-9 p.m., and on other programs.

HELEN FAITH KEANE, fashion counsellor featured on *For Your Information* DuMont TV Network, signed to three-year contract. Miss Keane's program televised from 12:15-12:30 p.m., Mon.-Fri., provides "problem clinic" for housewives.

PACE WOODS, publicity staff ABC Hollywood, named to newly created post of director of audience promotion, under **JOHN HANSEN,** director ABC promotion, Hollywood. **EDWARD V. VELARDE,** newspaperman, replaces Mr. Woods, assigned to cover daytime television.

WALT DeSILVA, announcer KXRX San Jose, and **ED DEIDEN,** announcer KSPA Santa Paula, to KVEN Ventura, Calif., in similar capacities.

DALE SHEETS, chief of guest relations KTTV (TV) Hollywood, and his wife, **ANITA GORDON,** singer, are parents of girl, Linda, born June 29.

DAN RUSSELL, producer and public service representative KFWB Hollywood, appointed broadcast liaison with National Council of Christians and Jews by Southern California Broadcasters Assn. He works with **DAVID FENWICK,** account executive Calkins & Holden, Carlock, McClinton & Smith, volunteer public relations advisor for organization.

MARSHA WILLIS, actress, starts *Marsha At The Del Mar* interview program five times weekly on KFVD Los Angeles.

JACK WHEELER starts *Club 11* disc jockey television program five times weekly on KTTV (TV) Los Angeles.

Dr. RUFUS B. VON KLEINSMID, chancellor U. of Southern Calif., L. A., is new moderator of KTLA (TV) Los Angeles *Teleforum.*

LARUE KUBANT, control operator WMCK McKeesport, Pa., and Tony Ponte, plan to be married in Sept.

JIM KEY, staff announcer KLRA Little Rock, father of boy, Thomas William.

BILL LEWIS, announcer KR Phoenix, father of boy, Charles Al

SALLY PRATT, dirctor of *Peppermint Stick Parade* on WTAG Worcest Mass., has enrolled in Women's A Force Officers' Candidate School, La land Airforce Base, San Antonio.

ALICE JOHNS to accounting depa ment WDTV (TV) Pittsburgh.

BEN HUNTER, announcer KFI L Angeles, starts 45 minutes week *For Men Only* on KFI.

BARRETT PIERCE, disc jock KWBU Corpus Christi, Texas, fath of boy, Kirk.

News . . .

LEW CLAYTON, sportscaster WWV Wheeling, W. Va., elected presid of West Virgin Sportscasters As for 1951 - 52. H was named at t meeting held White Sulphu Springs, W. Va.

Mr. Clayton

CLYDE E. KEAT LEY appointed a sociate farm ser ice director WRF Worthington, Oh

LEE ALLEN appointed to sports st KYW Philadelphia. He was publici director for Cincinnati Reds baseb team.

DON O'BRIEN, secretary of Weste Baseball League, to WDGY Minnea olis, as sports director. He was spor editor KIOA Des Moines, and WNA Yankton.

CLIFF ENGLE, KNBC San Francis to KFRC San Francisco, as new caster.

ELMER DAVIS, veteran ABC co mentator, to air his Friday ne analysis (7:15-7:30 p.m.) from A lantic Pact countries in Europe d ing August. Substituting for M Davis Mondays through Thursdays his regularly scheduled five-times week program will be **MARQU CHILDS, QUINCY HOWE** and a other newsman, to be announced.

DICK SCHNEIDER, news edit WLAN Lancaster, Pa., and Lois Ma guerite Elliott, married June 30.

JOHN BRUBAKER, news edit WCCC Hartford, father of girl, Ca Sharon.

REX GOAD, head of Washingt office, Transradio Press, to news st WRC Washington.

FRANKIE ALBERT, quarterback a field coach of San Francisco 49er football team, starts weekly 15 mi ute television sports program KRON-TV San Francisco.

NEENIE CAMPBELL, sportscast WMCK McKeesport, Pa., appoint deputy boxing commissioner for Pen sylvania.

speaking of

FIRST

WFBG

IS FIRST*

in the

ALTOONA†

METROPOLITAN AREA

with

29.8 OF THE LISTENERS

59.0 OF THE TIME

The station most people listen to most in the Altoona Metropolitan Area

The prestige and good will built by 26 years of fine programming and public service makes WFBG your best buy in the Altoona Metropolitan Market.

Ask H-R Representatives

*Con'an, Altoona Met. Area, Jan. 1951. (All stations participating)

†Altoona Met. Area Pop. U. S. Census 1950. (115,000 est.)

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN WATERTOWN, WISCONSIN

WBAL CASE

Public Service Radio Corp. Seeks FCC Review

PUBLIC SERVICE Radio Corp., unsuccessful bidder for the facilities of WBAL Baltimore and headed by Columnists Drew Pearson and Robert S. Allen, last week petitioned FCC to rehear and amend its ruling which granted a license renewal to WBAL [BROADCASTING • TELECASTING, June 25].

Public Service charged FCC's decision is "unjust and unwarranted, and therefore unlawful," based on past Commission policy and law.

In its decision, the Commission majority concluded that although WBAL's programming had been "unbalanced," the condition had been rectified and it therefore preferred to continue "the established and excellent service now furnished by WBAL . . . when compared to the risks attendant on the execution of the proposed programming of Public Service Radio Corp., excellent though the proposal may be."

On this point, Public Service's petition charged: "The majority is indeed naive if it concludes that a reformed sinner on parole is more to be entrusted with the public interest than one who has never sinned."

Comrs. Paul A. Walker, Rosel H. Hyde and George E. Sterling opposed the majority voting to renew WBAL's license for Class I-B operation on 1090 kc with 50 kw, directional night, while Chairman Wayne Coy and E. M. Webster dissented, preferring to grant the new station bid of Public Service on WBAL's channel.

One of the Commission's original "Blue Book" cases, WBAL's license renewal application was set for hearing in February 1946 and later that year consolidated with the competitive bid of Public Service. WBAL has operated under temporary authority since that time.

Public Service attacked the Commission's decision for comparing the "hired help" of WBAL with the "principals" of Public Service, contending the record shows no valid "commitment" from either WBAL's staff or ownership to continue its present "improved" programming. Improvement in WBAL's programming was brought about by the "duress of the hearing," the petition charged.

"Accordingly," the petition said, "the Commission must find that it has available a reliable commitment from Public Service that this company will offer an outstanding program service, while it has no commitment whatsoever from Hearst Radio. For this reason alone the application of Public Service should be granted in this proceeding, the Commission having found Public Service to be legally, technically and financially qualified to construct and operate a broadcast station."

Public Service's petition charged the record shows that Harold Burke, WBAL manager, testified he would have to consult Hearst officials before making a commitment on programming proposals, while Hearst officials testified they left such decisions up to Mr. Burke.

"The Commission is thus placed by this testimony on a 'legal merry-go-round'," the petition argued.

In addition to the programming issue, Public Service charged FCC failed to properly compare the factors of ownership and management integration, local ownership, diversification of control of media of mass communication and other conditions which should make Public Service the preferred applicant.

LIBRARY MEET

Lunt Criticizes Radio-TV

RADIO AND TV "are substitutes for the lazy mind," in the opinion of Storer B. Lunt, president of W. W. Norton & Co. Inc., publisher, who spoke at the 75th anniversary conference of the American Library Assn. in Chicago's Stevens Hotel July 8.

"There is no time for reflection. One cannot stop to think. One cannot re-read and ponder a paragraph. One grows to take it as it comes. In large part, it is split-second entertainment, addressed, primarily, to the trigger-happy mind." Television, Mr. Lunt asserted, will never replace books, "the silent and imperishable springs of the eternal truths." The typewriter, he said, "is mightier than the television set."

Charging radio and television are mistakenly described as instruments of communication, the speaker said television, the "latest American toy, will outlive its novelty and assume its place among the other gadgets in the American household." Television, however, is a "stimulant" to reading, said the association president, Clarence R. Graham. "It has been proved time and time again that any means of communication stimulates inquiry and study. The book is always the final resort of people who are interested in any subject."

More than 5,000 librarians in the U. S. attended the seven-day conference, which planned a year-long program to encourage public discussion of the conference theme, "The Heritage of the U.S.A. in Times of Crisis."

RANDALL SCHOOL

Plans Radio-TV Expansion

PLANS for expansion of the Randall School in Hartford, including enlarging the radio-TV department, have been announced along with a change in name and the incorporation of the school as a non-profit institution devoted to creative work in the contemporary arts. The school will be known as The School for Creative Work Inc. Address is 174 Ann St., Hartford.

Among those listed on the school's advisory board are C. Glover DeLaney, general manager, WTHT Hartford; Walter B. Haase, station manager, WDRC Hartford, and Edward Stasheff, director of radio and television, New York City Board of Education. Immediate expansion plans call for a further development of the radio-television department to embrace a TV workshop and research unit, for video films and programs.

'Voluntary Fee'

A NEGOTIABLE demonstration of appreciation was received last week by Rural Radio Network from a Canadian listener.

J. E. Smyth, of Kingston, Ont., sent a $3 money order to WHCU-FM Ithaca, key station of the network, and with it a note:

"I enclose $3 which in U. S. money is about what I pay for my radio license here. As I divide what listening time I have about equally between the Canadian Broadcasting Corp. and RRN (and practically nothing else), I thought I would send this along for whatever encouragement it may offer and as a token of appreciation for your service."

Buys Ball Club

JACK COOKE, owner of CKEY Toronto, has bought controlling interest in the Toronto Maple Leafs baseball club, not only as another business enterprise, but also to assure that CKEY-TV, when and if it is licensed, will have baseball games for TV viewers. As part of Mr. Cooke's training schedule for his staff, CKEY television cameras will be trained on all home games for closed circuit telecasting.

WEVD
1000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
GREENFIELD, Mg. Director N.Y. 19

Cost per Listener . . .

The cost per listener measurement is the only fair and honest measurement to apply to the cost of radio broadcasting. This is true whether it be single station or network cost. When a cost per listener yardstick is applied to KVOO rates, the station's TOP VALUE is apparent. Check BMB figures, particularly the 6 and 7 day per week listening columns! You'll find convincing proof that KVOO is Oklahoma's Greatest Station . . . measured by service rendered . . . listeners served . . . and low cost per listener to the advertiser! Call, wire or write KVOO or your nearest Edward Petry & Company office for availabilities.

KVOO
Oklahoma's Greatest Station
50,000 WATTS 1170 KC NBC AFFILIATE
TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

WBRY is Tops

in

44 out of 48

daytime quarter hours

The New Waterbury Pulse shows WBRY leading all local stations by far in 44 quarter hours between 7 a.m. and 7 p.m.

Ratings for 20 of those quarter hours are earned by local WBRY-produced shows. You can buy time on most of them to sell YOUR products.

Ask Avery-Knodel about

WBRY

5,000 Watts

CBS in Waterbury, Conn.

the facilities of

The **XL** *Stations*

constitute the dominant advertising medium in the billion dollar pacific northwest market

Pacific Northwest Broadcasters

Sales Managers

Wythe Walker — Eastern

Tracy Moore — Western

Respects

(Continued from page 46)

entered the Baltimore City College (secondary school). His family moved to Maryland's biggest city when his father entered the Internal Revenue Bureau.

Military science was a top interest to young Milbourne and he was commandant of the cadet corps and rifle team captain at the college.

Then came higher education and a year at Johns Hopkins U., Baltimore. He transferred to Washington and Lee U., Lexington, Va., from which he was graduated in 1922 with a B. A. and a certificate from W & L's school of commerce and business administration. On campus, he was president of his college fraternity, Pi Kappa Phi, and in his university pursuits rowed on the crew, ran cross-country and pitched for the baseball team.

Sells Real Estate

From the university, Mr. Milbourne entered real estate, selling property in the budding Florida by-the-sea community, Hollywood. That stint was cut short by a hurricane in the fall of 1926 and Mr. Milbourne returned to Baltimore where he sold stocks and bonds for one of the city's well-known investment houses.

In 1931 came the Milbourne, father and son association with WCAO. In 1938, J. Thomas Lyons, directing head, died, and L. Waters Milbourne, as he signs his name, became general manager.

In this job, Mr. Milbourne was happy. He had found his niche in an expanding medium. The company directors observed and were convinced, and a few months later he was elected vice president and general manager, the position he has held through the years until last February when he succeeded his father who retired from the presidency.

Mr. Milbourne has nursed WCAO through its years of growing pains. Soon after he took over direction of activities at the station, it increased operating power to 5 kw unlimited from its former 1 kw daytime and 500 w night.

This power boost demanded additional land purchase outside the city and construction of a building and tower. In addition, there was hiring of more employes as WCAO became bigger and a more potent factor in the advertising field.

Then came World War II and the host of problems for the manager of a big city outlet and participation in local civilian committees working on the home-front.

In August 1947 the station completed construction and moved to its new home at 1102 North Charles St. in the heart of downtown Baltimore.

Mr. Milbourne is a bachelor and a great enthusiast in outdoor sports. He is a well-known golfer at the Hillendale Country Club and a winner of the BROADCASTING • TELECASTING trophy, awarded at the NAB convention in Cleveland in 1942.

Chesapeake Bay country whets the appetite to angle for salt water fish and provides ample duck hunting areas. Mr. Milbourne is familiar to many in the broadcasting field as their host at his Gunning Club in the lower bay.

C. H. FERGUSON

BBDO Vice President Dies

CHARLES H. FERGUSON, 51, vice president and Pacific Coast manager of BBDO, died in San Francisco July 8 following a brief illness. Funeral services were held last Tuesday. Burial was at Cypress Lawn Memorial Park in Colma, near San Francisco.

Mr. Ferguson

Scores of leaders in the advertising and other business fields in the West attended the funeral. A brother, J. L. Ferguson, president of Sawyer, Ferguson & Walker Inc., New York, flew to the West Coast for the services.

Mr. Ferguson had been in advertising and related fields most of his adult life. He started work in the advertising departments of midwestern newspapers and eventually became a publisher's representative for Chicago newspapers and the *American Weekly*. He also worked for Curtis Publishing Co. and in the advertising department of a large Minneapolis flour concern before entering the advertising agency business in 1931.

His first agency association was with Erwin, Wasey & Co. in Chicago. He joined BBDO in 1938, working in offices in Chicago, Milwaukee and Minneapolis. He moved to the agency's San Francisco office in 1941.

He served as chairman of the Pacific Coast Council of the American Assn. of Advertising Agencies and in 1950 was vice president and director of the San Francisco Advertising Club. He also was a member of the San Francisco Stock Exchange Club.

Mr. Ferguson is survived by his widow, Helen; his mother, Mrs. James L. Ferguson of Richmond, Va.; a son, Charles H. Jr.; and three daughters, Nancy of San Francisco and Mrs. Richard Ehelebe and Mrs. Richard Abel both of Portland; and his brother J. L. of New York.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

REGULAR WEEK JUNE 3-9 1951

Current Rank	Programs	Current Rating
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	
1	Lux Radio Theatre (CBS)	
2	Amos 'n' Andy (CBS)	
3	Charlie McCarthy Show (CBS)	
4	Jack Benny Show (CBS)	
5	My Friend Irma (CBS)	
6	Life with Luigi (CBS)	
7	Mr. Chameleon (CBS)	
8	Godfrey's Talent Scouts (CBS)	
9	Mystery Theatre (CBS)	
10	Dr. Christian (CBS)	
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	
1	Beulah (CBS)	
2	One Man's Family (NBC)	
3	Lowell Thomas (CBS)	
WEEKDAY (Average For All Programs)		
1	Romance of Helen Trent (CBS)	
2	Arthur Godfrey (Ligg. & Myers) (CBS)	
3	Our Gal, Sunday (CBS)	
4	Big Sister (CBS)	
5	Ma Perkins (CBS)	
6	Wendy Warren and the News (CBS)	
7	Arthur Godfrey (Nabisco) (CBS)	
8	Right to Happiness (NBC)	
9	Rosemary (CBS)	
10	Pepper Young's Family (NBC)	
DAY, SUNDAY		
	(Average For All Programs)	
1	True Detective Mysteries (MBS)	
2	Martin Kane, Private Eye (NBC)	
3	Symphonette (CBS)	
DAY, SATURDAY		
	(Average For All Programs)	
1	Armstrong Theatre (CBS)	
2	Stars Over Hollywood (CBS)	
3	Grand Central Station (CBS)	

NOTE: Number of homes is obtained by applying the NIELSEN-RATING (%) to 41,[illegible]000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1951 by A. C. NIELSEN COMPANY

WTTM Trenton has registered biggest summer in its nine-year history, according to Fred L. Bernstein, station and sales manager. Fourteen new sponsors were added in May and June, Mr. Bernstein said, placing station in the "SRO" category at this time.

kglo

1300 KC, 5,000 Watts CBS
MASON CITY, IOWA

15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station — represented by Weed & Company.

programs promotion premiums

DEMOCRACY ESSAYS

KLZ Denver, *What Democracy Means to Me*, started July 4, 12:05 p.m., featuring prominent citizens of Denver and Colorado. One speaker will be heard nightly, broadcasting series of essays. Hugh B. Terry, KLZ vice president and general manager, said: ". . . The essays are part of the Denver stations contributions to the 175th birthday celebration of the United States . . ."

SPECIAL CRIME SHOWS

WAVE-TV Louisville presented two special shows in connection with Senate Crime hearing dealing with gambling and narcotics. First show, July 10, had as theme "The Senate Crime Committee Report on Gambling in Kentucky," and featured noted community and civic leaders, including state police chief, outlining their plans to combat gambling in their areas. Second show, July 14, featured "The Senate Crime Committee Report on Narcotics in Kentucky," and presented Dr. Victor Vogel, medical officer, U. S. Public Health Service Narcotics Hospital, Lexington, Ky., who outlined addiction among Kentuckians. Dr. David Maurer, U. of Louisville, commented on addiction among teen-agers. Former addicts and high school student president gave their views on how to stop the flow of drug traffic to young people. Jim Caldwell, news director WAVE-TV, acted as moderator on both shows.

CED FEATURE SHOW

COMMITTEE for Economic Development, New York, offering as public service, new 15-minute recorded program, *We Can Do It*, based on study of United States military and economic aid to Western Europe. Program features interview by Commentator Ben Grauer with two CED trustees, Meyer Kestenbaum, president of Hart Schaffner & Marx, and chairman of CED's research and policy committee, and Gardner Cowles, president of *Look* Publications, and chairman of CED subcommittee on international policy.

RECRUITING SHOW

WATV(TV) Newark, *Career Day*, Mon.-Fri., 12:30-1 p.m., started July 11. Produced by Sanft-Costa Television Features, N. Y., on behalf of Armed Forces Recruiting drive, show is designed to inform and analyze positions held by military men equivalent to position held by civilian in different industries. Each show deals with different aspect of service duties.

TAPED NEWS SHOW

KFMB San Diego, *Stand By, San Diego*, Sat., 8-8:30 p.m. (PST). Features tape recordings of human interest stories, interviews, and news events in community. Harold Keen, newsman, is interviewer. Russ Plummer is narrator. Program is presented as public service by Amalgamated Butchers & Meat Cutters Union (AFL), Local 229.

THE use of this two-sided advertising card by Pacific Northwest Broadcasters (KXL Portland, KXLY Spokane, KXLF Butte, KXLL Missoula, KXLJ Helena, KXLK Great Falls, and KXLQ Bozeman) seems to be clicking very well, according to station reports. The yellow and red card—made to fit two different size store counters—is distributed to station advertisers for their use in promoting radio-advertised products.

DAIRY MONTH SHOW

KSBW Salinas presented special half hour show June 27 "as a salute to Dairy Month in California." Program Director Ray Wilson took tape recorder to local dairy interviewing owners, milkers and helpers. He also recorded all sounds of milking equipment, following up with interviews in processing plant. There he interviewed employes who described process milk goes through before it reached consumer. Milk producers, processors and distributors engaged in extensive promotional campaign to attract listeners to public service show.

FLOWER HOLDER

WIBW Topeka, Kan., sending advertisers and trade lapel vases attached to large card in box. Piece headed, "To keep sales blooming, Hire WIBW."

TRIBUTE TO PARIS

WNEW New York, *Milkman's Matinee*, July 7, 10:35-11:35 p.m., through special two-way shortwave facilities, hailed 2,000th birthday of city of Paris in unique hour-long broadcast. Program featured American and French artists, and an address by Pierre De Gaulle, Mayor of Paris, with master of ceremonies' honors shared by Mr. Ford and Pierre Crenesse, director of Radio Diffusion Francaise in America.

FEEDS NETWORK

KELP El Paso fed coast-to-coast broadcast of "Carnival Daze" to entire Liberty Brodacasting System. Gala event was held at Biggs Air Force Base, El Paso, and was open to all people in El Paso. Show featured many name radio, stage and screen stars.

FAST DISC JOCKEY

KXOK St. Louis, July 9, aired taped interviews and descriptions of jets and pilots in action. Ed Bonner, KXOK disc jockey, celebrating the eighth birthday of the Headquarters Air Training Command at Scott Field, taped sensations of his jet flight at speeds up to 720 mph.

CIGARETTE BOX

PLASTIC piano cigarette box was sent to TV editors by Young & Rubicam, N. Y., to promote *General Electric Guest House*, Sun. on CBS-TV featuring Oscar Levant. Card in piano suggested joining Mr. Levant on show.

TROOP DEPARTURE

WDSU-TV New Orleans, July 4, telecast actual departure of 2d Armored Div. for Europe, directly from port of embarkation. Station personalities, using remote equipment, interviewed soldiers and their families.

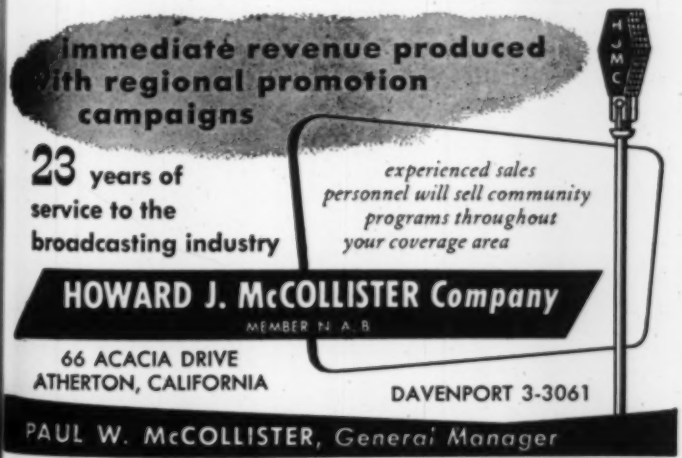
CD SERIES

NEW *Plan for Survival* series, featuring dramatized versions of civil defense activities, started July 11, 11:30-11:45 p.m., over New York State 138-station emergency CD network. Documentary programs in four week series are being produced by James Fleming, NBC commentator and editor of *Voices and Events* radio series.

ACCOMPANIES PARADE

KXYZ Houston covered parade in honor of General Douglas MacArthur with mobile unit, traveling alongside parade, and from vantage point in office building. Station reports both origination points were mixed, allowing rapid-fire dual commentary which sustained high interest. Station says event marked first time in that area a parade had been covered in such manner.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.



Open Mike

(Continued from page 18)

to me, because I have long known that your publication is truly the "bible" of the radio-television field. . . .

Jack Peterson
Barnes Chase Co.
San Diego

* * *

Don't Give Him Liberty

EDITOR:

I just hope the Liberty Broadcasting System doesn't let the things that made it kill it. By that I mean sports and its affiliation with small stations. What was a first class sports schedule is now a mediocre list of live on the spot broadcasts that is so filled with the ego building propaganda for the old Scotchman that after two hours or more you're sick in the gullet, and a recorded and transcribed rebroadcast of a genuine wire report of a game that was played before we knew about the wireless reporting of sports. . . .

Now a word about their beautiful relationship with the small station. You can't even get them to answer a telegram you send them in regards to clearing time for a national sponsor. . . . God bless you and pass the independents.

F. M. Brooks
KEVA Shamrock, Tex.

* * *

1ST in CHATTANOOGA in the morning

2ND in CHATTANOOGA in the evening

3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF
CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM

Defective Receivers

EDITOR:

. . . My brother-in-law is an auditor for a chain of furniture stores. He reports that the radio sets received by the store are in such a condition that each must be checked by the service department before being sent out. A shipment of 50 [brand name deleted] table model AM-FM sets were placed on sale direct from stock without being checked and more than half were returned to the store.

. . . Bad radios certainly won't help anyone, the manufacturer, retailer or the broadcaster. Have you had any other reports which might indicate inexperienced employes on the [radio] assembly line with all the old hands probably being used on TV? . . .

Frank E. Shaffer
General Manager
WEIR Weirton, W. Va.

[EDITOR'S NOTE: No, but if others have, we'll print their complaints.]

* * *

Engineer's Dilemma

EDITOR:

. . . Can or cannot a non-licensed man keep the transmitter log, provided that I am on the premises? What is the status of a man holding the third class permit in the above situation? . . .

Rudolph Cehak
Chief Engineer
WAND Canton, Ohio

[EDITOR'S NOTE: FCC Rules & Regulations state only that "each log shall be kept by the person or persons competent to do so," but for exact answers to his questions Mr. Cehak should write T. J. Slowie, Secretary, Federal Communications Commission, Washington 25, D. C.]

* * *

On . . .

EDITOR:

. . . Come to Dallas, you doubters who insist upon the abandonment of FM. . . . The superduper stations here still don't realize it, but they've lost half of their old audience to this FM outlet [KIXL-FM] which plows through the static of summer nights to bring us the clearest and finest of music all night long until the sun rises. Who listens to AM any more? . . .

Thomas Hudson McKee
Dallas, Tex.

[EDITOR'S NOTE: From 6 a.m. to noon over four-week period more than 39 million U.S. homes tune to AM radio; from 6 p.m. to midnight, more than 33 million—according to special A. C. Nielsen survey for CBS.]

* * *

. . . And On

EDITOR:

Having read both your editorials on the FM spectrum, I am moved to make a few comments . . .

One of the great hopes for FM is its demonstrated ability to relay programs without the use of telephone lines and with the utmost fidelity of sound. Expert engineering opinion agrees that a contraction of the FM spectrum would make relaying from station to station impossible at distances of more than 30 or 40 miles, whereas today we are operating without any interference over almost twice that distance.

A multitude of stations crowded into a narrow band would create such interference as to make impossible a satisfactory network operation. The public in New York State, Pennsylvania and Connecticut, which has been receiving WQXR programs over an FM network in these states for more than a year [through the Rural Radio Network], will not tolerate any change which would harm this important service. Even if the FCC should seriously consider your scheme, FM listeners will rise in protest, and you may be sure that WQXR will fight for them.

Elliott M. Sanger
Executive Vice President
WQXR-AM-FM New York

BUILDING PROJECT

Bared in Salt Lake City

BLUEPRINT for construction of a 22-story building in Salt Lake City beginning this October, with provision for radio and television studios, has been unveiled in hearings before the city's zoning commission. An insurance firm and group of local individuals reportedly are backing the project, with completion date set for late 1953.

While the plan calls for reservation of top floors for radio and TV studios, it was understood that local broadcasting officials had not been approached on the project. The $8,225,000 structure envisions 250 offices and some 50 apartments, aside from those earmarked for radio-TV, and would be located at S. Temple and "A" Sts. in Salt Lake City. Four stories would be built underground.

Whether adequate video interests could be offered reasonable rentals as a supplement to other use of office space and materials would be available was questionable in the minds of some Salt Lake City broadcasters, though it was conceded the building could be utilized to house studios of local radio stations.

BRONZE STAR

Broadcaster Wins Medal

A FORMER South Carolina radio man, now with the Army in the Far East, has been awarded the Bronze Star Medal for meritorious service in Korea.

Sgt. Mansfield

Sgt. 1st Class James W. Mansfield was cited for his work in effectively organizing and directing operations of Radio Seoul, the psychological warfare radio outlet for the United Nations Command in Korea, Sept. 29-Nov. 1, 1950.

Sgt. Mansfield formerly served as an announcer-writer with WMRC-AM-FM Greenville, S. C. He also has served on the staff of KVGB Great Bend, Kans.

As a member of the psychological warfare team in Korea, Sgt. Mansfield efficiently organized a staff of announcers from indigenous personnel and within 24 hours the station had initiated broadcasts to the local populace.

During World War II, he served with the U. S. Air Force in England, with the RAF Coastal Command, and with the U. S. Navy's 15th Fleet Air Wing in North Africa where he was decorated with the Air Medal in connection with his communications work.

Canada Set Sales

WHILE THERE has been a falling off in Canadian radio receiver sales since application of a 25% excise tax instead of 10% tax and increased sales tax from 8 to 10% since April, total sales for the first five months of 1951 exceeded those of the same period of 1950. Figures of the Canadian Radio Mfrs. Assn. show sales for first five months of 1951 totalling 258,276 sets valued at $22,231,244, as compared to 251,955 sets valued at $18,750,245 in 1950. Drop in May 1951 sales is shown in figures of 37,781 sets sold compared to 52,011 sets sold in May 1950.

RADIO OUTSELLS NEWSPAPERS 60%

➔ *See Centerspread This Issue* ➔

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Set Maintenance

(Continued from page 42)

of, say, TV to present AM facilities and site location changes. It will pass the data on to NPA for background in connection with permissive cases.

NPA officials meanwhile confirmed a report that the agency had approved an application involving remodeling and alterations for WEEU Reading Pa. [BROADCASTING • TELECASTING, July 9]. Remodeling in the amount of $47,200, covering alterations on the second and third floors of the station's building, was given government go-ahead June 28.

NPA authorities said it was the first case involving a radio station application in some time, though they also indicated belief that the grant was not unusual and that the Hawley Broadcasting Co., WEEU licensee, had presumably made a good case for authorization. Had the alterations been estimated at less than $2,000, no permit would have been required.

NEWSCASTING

Be Worthy, Radiomen Told

RADIO should stop trying to give any news at all, if responsible news is more than it can give, U. of Oregon summer session students and faculty were told at a special lecture July 5.

The speaker was Prof. Mitchell V. Charnley, head of the radio news division at the U. of Minnesota, and a charter member of the National Council on Radio Journalism.

While radio in just three decades has "made a more sophisticated and better informed country out of America," Prof. Charnley said, "radio by and large has failed pretty badly to live up to its full responsibility. Radio won't stop delivering news because there is a vital and even desperate need for radio's help in informing the public," he added.

The speaker praised some stations for high-quality news operations. However, he lamented that such stations are too much in the minority.

allied arts

SHIRLEY GRAF, executive producer of syndicated *Buddy Rogers Show* for Gainsborough Assoc., N. Y., named partner and vice president in company. She replaces **NAT RUDICH**, vice president, who recently resigned.

SAMUEL B. GOULD, director of radio, speech and theatre at Boston U. School of Public Relations and Communications, appointed to newly created post of assistant to president in charge of public relations. Professor Gould, well know in radio field, has worked with MBS, WEAN Providence, and WTHT Hartford.

Prof. Gould

EDGAR G. WILL Jr., faculty supervisor of campus radio Miami U., Oxford, Ohio, appointed coordinator of radio for U. of Hawaii, and assistant professor of speech.

LLOYD DUNN, merchandising manager Capitol Records, Hollywood, named vice president. In that post he supervises all promotion, advertising, publicity and merchandising for company.

ARTHUR B. HOGAN, chairman of board Universal Recorders Inc., has formed Arthur B. Hogan & Co., general securities firm, at 1673 Waynecrest Drive, Beverly Hills, Calif.

RAOUL PAGEL, studio manager General Service Studios, to Official Films Inc.-Jerry Fairbanks Productions, Hollywood, as production manager. Associated with motion picture industry for over 30 years, Mr. Pagel was formerly production manager for Sam Goldwyn Productions and general production manager Producers Releasing Corp.

ARMED FORCES Radio Service will re-activate its *Personal Album* transcribed radio series released during World War II, in accordance with requests from overseas members of the armed forces. Production gets underway July 18 with first series of the 15 minute programs to feature Monica Lewis, singer. First recordings, aimed at two weekly airings, expected to be ready for shipment early September.

WILLIAM USKALI, head of New York sales office, Jam Handy Organization, Detroit, appointed director of New York television and motion picture production operations.

Equipment . . .

WILLIAM A. SREDENSCHEK, assistant to **HARRY L. ERLICHER**, recently retired vice president in charge of purchasing and traffic General Electric, Schenectady, appointed manager of materials and purchasing.

CARL E. SMITH, supervisor of equipment sales, Radio Tube Div., Sylvania Electric Products, N. Y., appointed supervisor of factory sales service.

J. H. GOSS, manager of engineering for control division General Electric, Schenectady, named assistant to **NICHOLAS M. DuCHEMIN**, general manager small apparatus division.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new external broad band microwave attenuator, model SIJ. It operates on principle of waveguide beyond cut-off and provides range of attenuation in excess of 140db. Attenuator is designed to cover frequency range from 4 to 12 KMC; it has 50 ohm impedance.

EARL H. KIRK, manager Van Sickle Radio Supply Co., Indianapolis, appointed sales manager for Regency Div., Industrial Development Engineering Assoc., same city.

AUDIO MASTER Corp., New York announces new "Tapemaster" tape playback machine, which replays magnetic recordings made on any standard tape recorder. It is very useful for home entertainment or for education purposes, company reports.

NATHANEIL B. NICHOLS, professor of electric engineering U. of Minnesota, appointed manager of research division, Raytheon Mfg. Co., Waltham, Mass.

SYDNEY J. MASS, director of advertising and sales promotion Jerrold Electronics Corp., Phila., appointed sales manager. **EDMUND D. LUCAS Jr.**, manager of publicity Philco Corp., Phila., appointed director of advertising and public relations.

Technical . . .

LESLIE GRADICK appointed chief engineer WEAS Decatur, Ga.

BOB RIVERS named chief engineer WJIV Savannah, Ga.

DON BROWN, technician KVEN Ventura, Calif., appointed chief engineer succeeding **FRED HALL**, resigned.

DONALD THAYER working as summer replacement in control room at WDRC Hartford.

JOHAN A. BERGQUIST, transmitter engineer WTRI-FM Troy, N. Y., father of daughter, July 3.

NORMAN R. OLDING, operations engineer Canadian Broadcasting Corp., Montreal, elected chairman Montreal section of IRE for 1951-52.

ALAN CORMACK, chief engineer KCBS San Francisco, and **RUTH MARJORIE FUNK**, former assistant in San Francisco office Columbia Pacific Sales, married June 30 in Burlingame, Calif.

K. R. PATRICK, general manager of engineering products department, RCA Victor Ltd., Montreal, elected president and managing director of Canadian Aviation Electronics Ltd.

OATIS TRIAL

'Voice' Blasts Czechs

BRANDING Czechoslovakian President Klement Gottwald "a peace criminal in the pickpocket class," the Voice of America has broadcast strong assaults against the Czechoslovak and Russian handling of the William Oatis trial.

In one of the hardest-hitting broadcasts the Voice has produced, according to an official spokesman, the State Dept. "truth" vehicle blamed Gottwald, and the Soviet Union "whose boots he licks," for a "cruel distortion of justice" and described the trial of the AP correspondent as an act of "trumped up charges in a drum head court."

Regularly programmed newscasts quoted the text of the Associated Press charges against the Czechoslovakian government and reviewed statements issued by the State Dept. protesting the action.

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

KWSH DEBUT

Power Increase Is Marked

GRAND OPENING of KWSH Seminole, Okla., was held Independence Day with a backdrop of a fireworks display, a speech by Gov. Johnston Murray and attendance of more than 5,000 persons, Bill Hoover, vice president and general manager, reports.

KWSH, with power increased from 500 w daytime to 1 kw unlimited, is licensed to KADA Broadcasting Inc., also licensee of KADA Ada, Okla., following the purchase of KSMI Seminole from Tom Potter. Call letters were changed from KSMI to KWSH last May. Letters point up the three cities in the primary coverage area—Wewoka, Seminole and Holdenville, all Oklahoma. KWSH operation is housed in a newly constructed unit, located 3½ miles west of Wewoka. Some 20,000 specially printed newspapers, *The Tri-City Times*, were distributed by the station in promotion.

AFA '52 Meet

ANNUAL convention and exhibit of the Advertising Federation of America will be held in the Waldorf-Astoria Hotel, New York, June 8-11, 1952, Elon G. Borton, president and general manager, announced last week.

FOR FINEST TAPE RECORDING
KLOU
Lake Charles, La.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by remote control in this manner.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JULY 5 THROUGH JULY 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 5 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Paul A. Walker

Clark-Montgomery Bcstg. Co. Inc., Winchester, Ky.—Granted petition for leave to amend application to bring application up-to-date and to reflect other interests in application of Madison Bcstg. Co. Inc.; granted petition insofar as it requests dismissal of its application, and denied same for dismissal without prejudice.

WHIO Dayton, Ohio—Granted petition for leave to intervene in proceeding with respect to application of KJEF Jennings. La.

Central Ohio Bcstg. Co., Galion, Ohio—Granted petition insofar as it requests dismissal of application; denied insofar as it requests dismissal without prejudice; dismissed petition for review of hearing examiner's adverse ruling.

KFSA Fort Smith, Ark.—Granted petition requesting dismissal of application.

KTXC Big Spring, Tex.—Granted petition for continuance of hearing presently scheduled for July 16, at Big Spring, in proceeding upon application for renewal of license; hearing continued to a date to be announced.

WSB Atlanta, Ga.—Granted petition requesting dismissal of petition of May 15, 1947, for reconsideration of FCC's action in granting application of Key Bcstg. Corp., Baltimore, Md.

WINX Washington, D. C.—Granted motions (1) for an extension of time to file motion to enlarge issues under Sec. 1.389 of rules in proceeding re applications for renewal of licenses of synchronous amplifiers and developmental broadcast station KG2KGK and for CP to change main trans. location, etc.; time extended until 15 days after FCC acts upon petition for reconsideration and grant in part without hearing, and (2) motion for an indefinite continuance of hearing presently scheduled for July 17 in Washington.

By Hearing Examiner Basil P. Cooper

KGRH Fayetteville, Ark.—Granted petition for leave to amend application so as to correct (1) certain errors in applying applicable conductivity values as shown in Commission's Soil Map, errors consisting in applying values which are inconsistent with figures shown in Soil Map, with result that erroneous service contours and populations proposed to be served were shown in application, and (2) other minor errors.

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co., Mobile, Ala.—Granted petition insofar as it requests continuance of hearing in proceeding upon application from July 2 to Oct. 2 in Washington; denied petition insofar as it requsts that hearing be transferred from Washington to Mobile.

By Hearing Examiner H. B. Hutchison

WGBA Columbus, Ga.—Granted motion for continuance of hearing in proceeding upon application from July 12 to Sept. 17 in Columbus.

Acting Chief, Broadcast Bureau—Granted petition for an extension of time from June 22 until July 2 within which to file proposed findings of fact in proceeding upon application of KULP El Campo, Tex.

WKEY Covington, Va.—Granted petition for continuance of hearing in proceeding upon application from July 6 to Aug. 1, in Washington.

July 6 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

WBRD Ft. Lauderdale, Fla.—CP to change from 250 w D to 1 kw unl. DA-N and install new trans.

AM —1310 kc

KLIX Twin Falls, Idaho—Mod. CP, as mod., to change D power from 5 kw to 1 kw and change DA system and trans. equipment.

License Renewal

Following stations request renewal of license: KICO Calexico, Calif.; WBYS-FM Canton, Ill.; WEXI (FM) St. Charles, Ill.; WWOD-FM Lynchburg, Va.; WDLB-FM Marshfield, Wis.; WGRE (FM) Greencastle, Ind.; WKAR-FM East Lansing, Mich.

License for CP

WAYS-FM Charlotte, N. C.—License for CP new FM station.

Modification of CP

WNBT (TV) New York—Mod. CP to change ERP, type ant. & other equipment etc. for extension of completion date to 9-15-51.

APPLICATION RETURNED

Stuart, Fla.—RETURNED application for CP new AM station on 1450 kc 250 w unl.

July 9 Decisions . . .

BY THE SECRETARY

KLVC Leadville, Col.—Granted mod. CP for extension of completion date to 9-1-51.

KOKX Keokuk, Iowa—Granted license covering increase in power, change in hours of operation, installation of new trans. and DA-DN, change trans. location; (1310 kc 500 w-N 1 kw-LS DA-2); cond.

WHKY Hickory, N. C.—Granted license to install new trans. at present location of main trans. employing DA-N for aux. only.

WJPG Green Bay, Wis.—Granted license to install aux. trans. at present location of main trans. Granted license covering change in frequency, hours of operation and trans. location (geographical coordinates only) and install DA-DN; cond.

Middlesex Bcstg. Corp., Cambridge, Mass.—Granted license for STL KCA-34.

Northeastern Indiana Bcstg. Co. Inc., Fort Wayne, Ind.—Granted mod. CP to change type trans. of remote pickup KA-6755.

WFMY (FM) Greensboro, N. C.—Granted license for FM station Ch. 269 (97.3 mc) 34 kw 410 ft.

WRC-FM Washington, D. C.—Granted license covering changes in FM station.

KRFM Fresno, Calif.—Granted license for FM station; Ch. 229 (93.7 mc) 7 kw 1880 ft.

WPAZ Pottstown, Pa.—Granted mod. CP for approval of ant., trans. location, specify main studio location and change type of trans.

WDSU-FM New Orleans, La.—Granted mod. CP for extension of completion date to 8-28-51.

WNAO Raleigh, N. C.—Granted license covering increase in D power and changes in trans. equipment (88 kc 5 kw-N 10 kw-LS DA-N.)

WKOK Sunbury, Pa.—Granted license for installation of new trans.

KXOX Sweetwater, Tex.—Granted license for installation of new trans.

WFKY Frankfort, Ky.—Granted license for installation of new trans.

KFGQ-AM-FM Boone, Iowa—Granted authority to sign-off at 10:30 a.m. CST July 4, July 30 and Sept. 3 in order to attend staff picnics.

KPOF Denver, Col.—Granted authority to remain silent for period beginning 2:30 p.m. through 4:30 p.m., July 4, in order to observe annual outing only.

Richard Field Lewis Jr., Winchester, Va.—Granted license for remote pickup KA-8153.

City of New York, Municipal Bcstg. System, New York, N. Y.—Granted CP & license for remote pickup KEC-311.

WRJM Newport, R. I.—Granted CP to change trans. location.

Tri Cities Bcstg. Co., Baytown, Tex.—Granted CP to replace CP for remote pickup KA-7618 which expired 5-14-51.

The Twin States Bcstg. Co., Augusta, Ga.—Granted CP to make changes in existing remote pickup KA-6337, (153.23 mc 50 w) and change type trans.

Following were granted CP's for new remote pickup stations: KOD-259 (Flagstaff Bcstg. Co.), Flagstaff, Ariz.; KKF-995, 996 (Roy Hofheinz) Harlingen, Tex.; KA-9173 (Shamrock Texas Bcstg. Co.), Shamrock, Tex.; KA-9174 (Taylor County Bcstg. Co. Inc.), Campbellsville, Ky.; KA-9175 (Radio Station WIBS Inc.), San Juan, P.R.; KA-9176 (Pocahontas Bcstg Co.), Welch, W. Va.

Roy Hofheinz, Harlingen, Tex.—Granted CP for new STL KKH-73.

WFMC Goldsboro, N. C.—Granted mod. CP for approval of ant. and trans. and main studio locations.

WRJW Picayune, Miss.—Granted mod. CP to change type trans.

KOMW Inc., Omak, Washington—Granted mod. CP to change frequency of remote pickup KA-8535 to 26.11 26.31 & 26.41 mc. Granted license for remote pickup.

Following were granted mod. CP's for extension of completion dates as shown: WNJR-FM Newark, N. J. to 6-7-51; WAFM Birmingham, Ala. to 9-1-51; KRMD-FM Shreveport, La. to 11-1-51; WRGA-FM Rome, Ga. to 10-15-51; KOMA-FM Oklahoma City, Okla. to 1-1-52; KMA-728 San Bruno, Calif. to 12-1-51; WRJW Picayune, Miss. to 12-15-51.

WROY-FM Carmi, Ill.—Granted license for FM station; Ch. 247 (97.3 mc) 11 kw 210 ft.

July 10 Decisions . . .

BY THE COMMISSION

Extension Granted

KGGF Coffeyville, Kan.—Granted extension of authority for 90 days from July 2 to operate night hours with D-DA and with power reduced to 1 kw, pending repair of damage caused by tornado.

Late Comments Accepted

Commission, by Chief, Broadcast Bu-

NARBA Favored in Poll

NEW JERSEY radio stations, through a resolution of the New Jersey Broadcasters Assn., have urged favorable senate action on the North Atlantic Regional Broadcasting Agreement now pending in Congress. A poll of New Jersey stations showed unanimous approval of NARBA, it was reported last week.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

SILLIMAN & BARCLAY
1011 New Hampshire Ave.
Republic 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
*Member AFCCE**

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LaFayette Lane, New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

reau, on July 5, by Order, granted petition of Northern Ill. State Teachers College, requesting acceptance of late comment in TV proceeding (Docket Nos. [illegible] et al), urging that UHF Ch. 67 be reserved in DeKalb, Ill., for use by non-commercial educational TV station.

Also granted petition of Grant Technical College in same proceeding, to accept a corrected comment urging that VHF Ch. 6 be reserved in Sacramento, Calif., for use by noncommercial educational station.

Interested parties may file oppositions to these petitions within 10 days from July 5.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

KGRH Fayetteville, Ark.—Granted petition insofar as it requests dismissal of application; denied insofar as it requests dismissal without prejudice.

WPAW Pawtucket, R. I.—Granted petition requesting Commission to accept late written appearance in proceeding upon application and that of WHIM Providence, R. I. Also granted petition for continuance of hearing from Aug. 2 to Aug. 13 in Washington.

WMMN Fairmont, W. Va.—Granted request for dismissal of petition of Mar. 12, to designate application of WOKY, Milwaukee, Wis. for hearing.

Ionia Bcstg. Co., Ionia, Mich.—Granted request for dismissal of motion to change issues in proceeding upon application and that of Seneca Radio Corp., Fostoria, Ohio.

By Hearing Examiner Elizabeth Smith

KJAY Topeka, Kan.—Granted petition requesting that record of hearing on application be reopened and that further hearing thereon be ordered at some date convenient to Commission and for extension of time from July 5 to date to be fixed after close of further hearing for filing proposed findings of fact and conclusions. The record is reopened and further hearing set for Aug. 28 in Washington.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—Granted petition for continuance of further hearing from July 9 to Aug. 1 in Washington in proceeding upon applications for CP and for transfer of control and that of WFTC Kinston, N. C.

WHUN Huntingdon, Pa.—Granted petition for continuance of hearing from July 10 to Sept. 10 in Washington in proceeding upon application.

By Hearing Examiner Leo Resnick

WOOK Silver Spring, Md.—Granted petition for leave to amend application so as to request a station in Rockville, Md., on 1600 kc 1 kw D and application as amended removed from hearing docket.

July 11 Applications . . .

ACCEPTED FOR FILING

AM—1220 kc

Wilmington, N. C.—CP new AM station on 1450 kc 250 w unl. (Wilmington Bcstg. Service) AMENDED to change to 1220 kc 250 w D etc.

AM—1430 kc

Salem, Ore.—CP new AM station on 1150 kc 250 w D (W. Gordon Allen and John B. Truhan) AMENDED to change to 1430 kc 1 kw D and include Justine H. Clark in partnership etc.

Modification of CP

WONW Defiance, Ohio—Mod. CP to change hours and install DA-N for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP, as mod., which authorized change in frequency etc., for extension of completion date.

KFUO-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.

License for CP

WBIB New Haven, Conn.—License for CP new FM station.

KDYL-TV Salt Lake City, Utah—License for CP new TV station.

License Renewal

KWIL-FM Albany, Ore.—Request license renewal.

KWGS (FM) Tulsa, Okla.—Request license renewal non-commercial educational FM station.

APPLICATIONS DISMISSED

Fairfield, Ala.—DISMISSED application of Fairfield Ensley Bcstg. System for a new AM station on 1260 kc 1 kw D.

WKAL Rome, N. Y.—DISMISSED application for experimental booster station at Utica, N. Y. on 1450 kc 250 w unl.

(Continued on page 84)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesman

Salesman, one who can offer honesty, neatness and pleasing personality combined with top radio knowhow in exchange for extremely pleasant position in attractive town noted for its fine living conditions. Unlimited opportunity for right man. Must have car. Box 137K, BROADCASTING.

Head salesman wanted—New England area. 15% commission $75 guaranteed draw. Reply Box 176K, BROADCASTING.

Pennsylvania small market station needs salesman to fill vacancy August 15th. Car necessary. Starting salary $50 plus commission. Full details, first letter. Good opportunity. Box 287K, BROADCASTING.

Excellent opportunity for salesman who knows radio and wants to make money. Network station in southeastern market of 435,000. Number one sports station. Plenty to sell if you have the ability and are willing to work. Right man will have protected account list, liberal drawing account against 15%. Please give complete personal data, past experience and references. Box 290K, BROADCASTING.

Salesman or salesmanager. 250 watt middle east network affiliate. Rush references and full information. Box 298K, BROADCASTING.

We are interested in adding a salesman to our staff. Actually want a beginner to build a following in our city. No genius, no one with all the answers, but a person who wants to learn basic selling for an independent station in the largest city in outstanding southern state. Write details and background. Box 302K, BROADCASTING.

Salesman wanted — Need experienced radio salesman, draw and commission, opening for commercial manager position in near future. Write KYOU, Greeley, Colo.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDYK, Cumberland, Md.

Only station in 90,000 trading zone needs aggressive salesman. Guarantee, commission. WOKZ, Alton, Illinois. Reply immediately with all details. Can be interviewed in Chicago.

If you have had one year, or more, experience in any phase of radio and want to better yourself by joining the sales department of a fine radio station on the Atlantic coast in a metropolitan market, get in touch with Harrol A. Brauer, WVEC, Hampton, Virginia immediately. If selected you will receive a liberal draw against commission. Don't miss this opportunity.

Announcers

Wanted by upper midwest station, announcer interested in script and traffic. Write Box 274K, BROADCASTING.

Announcer/engineer wanted new Michigan station. Good working conditions and salary. Box 204K, BROADCASTING.

Wanted: Sports announcer to broadcast football, basketball games and regular shift on board. Must be good. Station a recognized sports station. Anxious for right man September 1st. State salary expected. Box 223K, BROADCASTING.

Opening in near future for good announcer-engineer in Minnesota station. Send details Box 275K, BROADCASTING.

Help Wanted (Cont'd)

Staff announcer wanted by 1000 watt eastern station. No experience needed. We will train you. Big shots and prima donnas do not answer. Box 288K, BROADCASTING.

Announcer-engineer for western Pennsylvania station. $1.75 per hour. Must be good staff announcer. Advise experience, complete details. Box 291K, BROADCASTING.

Michigan 1 kw. Experienced announcer. Clear selling voice. Both ad lib and script. Strong on news and records. Good working conditions. Send disc. Box 314K, BROADCASTING.

Announcer-engineer wanted for New Mexico station, experienced desired but not necessary, good working conditions and salary. First phone necessary. Send background, ability and desires immediately. Box 320K, BROADCASTING.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 690 for discussion and further information.

Wanted—Combination announcer, emphasis on announcing, with 1st class ticket and experienced. State salary. Send disc or tape and past record. Box 41, Marion, S. C.

Combo announcer-engineer with first at midwest Liberty affiliate. $210.00 per month to start. Good board operator preferred, but will train. Write or wire KISD, Sioux Falls, S. D.

Experienced announcer with ticket. Salary $250. Contact J. B. McNutt, KBUD, Athens, Texas.

Wanted. Announcer-engineer. Accent on announcing. Salary commensurate with ability. Write General Manager, KNEX, McPherson, Kansas.

Experienced announcer for Texas network affiliate. Little board work. Modern air-conditioned studios. This may be that better position you're seeking. Write outlining age, experience, draft status, etc. Burton Bishop, KTEM, Temple, Texas.

First phone announcer, salary $75.00 44 hours start. Wire or call WCTA, Andalusia, Ala.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer-engineer, experienced, with good voice. Car necessary. $75.00 per week. Contact Walter Harris, Manager, WFVA, Fredericksburg, Virginia.

Wanted, two experienced announcers not afraid of work. Base salary, time and half overtime, plus talent fees. No glamour boys need apply. Also need salesman. Our staff knows about this ad. No replacement, but addition to staff. Send all information and disc to Radio Station WHNC, Henderson, N. C.

Wanted, combination, announcer-engineer, emphasis on announcing. Must have 1st class license, car and be draft exempt. Good working conditions Mutual network station. 48 hours, 6 day week, salary start $282.00 per month. Send full details, disc, snapshot first letter. Manager, WKWF, Key West, Florida.

Wanted: Capable announcer-operator. First class license. $72.80 for 48 hours. 1 kw AM, 7.3 kw FM. WLET, Toccoa, Georgia.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Help Wanted (Cont'd)

Announcer-copywriter for outstanding independent station. Must be primarily a first rate commercial announcer with ability to handle copy and traffic assignments as required. Send audition and qualifications to Jack Black, WNOR, Norfolk, Virginia.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Announcer with first class ticket, by 250 watt Mutual affiliate in lake and citrus area of Florida. Experience desirable but not essential if you have basic qualifications and willingness to learn. Rush audition disc to Larry Rollins, WSIR, Winter Haven, Florida.

Staff announcer, some experience, disc or audition. WVOS, Liberty, N. Y.

Will pay seventy-five starting salary for versatile experienced announcer with first class license. Wire or phone collect WVSC, Somerset, Penna.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

Engineer, mature, experienced, capable of taking charge of 1000 watt station. One who is accustomed to doing a good job on maintenance. Must have car. Position offers security and good living conditions in attractive town. Box 138K, BROADCASTING.

Engineer first phone license to work 1000 watt station in western Pennsylvania, on temporary two months basis. Box 252K, BROADCASTING.

Wanted: Engineer for AM-FM transmitter duty. $1.40 per hour, time and one-half over 40 hours. Have applied for TV. Box 270K, BROADCASTING.

Somewhere there is a man with a first class phone ticket who can handle an announcers job creditably and who would like to sell on the side. If that man will get in touch with us, he'll be placed in a job that can easily bring excellent earnings. This is a permanent job. We want a level-headed fellow who will settle down and become part of our community. No prima donnas wanted. A car is needed. Pennsylvania. Box 278K, BROADCASTING.

Wanted—Engineer; announcer-engineer preferred. Experience desirable but not essential. 250 watt middle east network affiliate. Box 297K, BROADCASTING.

Minnesota station needs operator with first class license. Experience not essential. Send information and expected starting salary per 40 hour week to Box 311K, BROADCASTING.

Wanted: Engineer with first phone for southwestern AM-FM station. Prefer experienced man but will consider inexperienced. Write full details to Box 317K, BROADCASTING.

Transmitter engineer, immediate opening, permanent, experience unnecessary, salary $54.00 for 40 hour week, time and ½ for over 40 hours. Write Box 200, Mandan, North Dakota.

Combination operators for stations in several east central states. No experience necessary. Opportunity for advancement. Reply c/o Chief Engineer, Box 867, Morgantown, W. Va.

Top salary for engineer. Forward details to KOEL, Oelwein, Iowa, attention Ralph Giese.

Help Wanted (Cont'd)

Combination chief engineer and announcer wanted. Must be tops in both. Want married man who is looking for permanence. Salary based on experience. Contact me quickly. Oth... General Manager, KLMR, Lamar, Co...

Engineer with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan, KSIL, Silver City, N. ...

Wanted: Combination operator - announcer for network station in Arizona. Ideal year-round climate. High altitude, dry air, cool summers. Advancement possibilities. Please include ... or disc with letter. KSUN, Bisbee, Arizona.

Transmitter operator needed for 1... watt station. Experience unnecessary. KTAE, Inc., Taylor, Texas.

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

Wanted: Engineer wanted. 1st class license. Experience unnecessary. $50 ... for 40 hour week. Radio Station WCS, Columbus, Indiana.

Position open! Transmitter engineer. First class ticket. Experience unnecessary. WDUN, Gainesville, Georgia.

Transmitter engineer. Permanent. C... essential. Contact Chief Engineer, WEOL, Elyria, Ohio.

Two engineers needed immediately ... northeastern Ohio commercial FM Li... erty affiliate. Good starting salary. Contact WFAH, Alliance, Ohio.

First class engineer. Starting salary fifty-five dollars a week. Station WFC... Dunkirk, New York.

Immediate opening for first class ticke... at FM station. Experience not nece... sary, but car required. WHDL-F... Olean, New York.

Wanted, engineer with or without e... perience. No glamour boys need appl... Excellent working conditions. Se... all information to WHNC, Henderso... N. C.

Control operator first class license. E... perience not necessary. $52.00 for ... hour week to start. Send photo, refe... ences to F. E. Lackey, WHOP, Hopkin... ville, Kentucky.

Three Ohio stations need engineers an... combo men. Send applications WJE... Gallipolis, Ohio.

Wanted: Combination engineer-an... nouncer, with emphasis on announcing. Must have first class license. Salary $100 per week plus good hours, daytime only. Southerner preferred. Write ... call Radio Station WLTC, Gastonia, North Carolina.

Wanted. Two engineers, first phone. Limited experience accepted. Rush details, salary requirements to WMOI, Metropolis, Illinois. Permanent. Good hours.

Wanted: First class ticket. $35.5... forty hours. WPKY, Princeton Ky.

Production-Programming, Other

Wanted: Continuity writer - female, western Pennsylvania college community. Forward copy, recent photo and salary expected. Box 215K, BROADCASTING.

Promotion director, experienced in a... phases of advertising, promotion and publicity for Philadelphia station. Box 273K, BROADCASTING.

50 kw midwest station looking for wide-awake publicity woman, experienced preferably in station or agency publicity department. Give complete information, background, references and salary in first reply. Address Box 298... BROADCASTING.

Newsman. Experienced in all phases including local reporting; authoritative air presentation. Advise previous experience, references, salary expected and attach snapshot. Confidential. Forward transcription or tape to Roger G. Berk, WAKR, Akron 8, Ohio.

Help Wanted (Cont'd)

Television

Technical

TV engineer to start at 5 kw AM station, or micro-wave relay station located in Ohio or Kentucky. Later transfer to TV studio or transmitter. AM experience or TV training required. Write or phone Leroy E. Kilpatrick, WSAZ-TV, Huntington, West Virginia.

Production-Programming, others

Midwest television station needs film man. Must be able to shoot, splice and edit film as well as maintain orderly library. Reply, stating qualifications, experience and references to Box 284K, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Attention Texas Panhandle, Oklahoma, Kansas: available on or after August first. Twenty years radio-newspaper. Sales-management, promotion, copywriting, news. Prefer 250 watt. Responsible, dependable, married, 42 years old. No superman, but hard worker with good promotional background. Box 42K, BROADCASTING.

Manager. 5 years experience. 10 years in radio. Presently employed at salary $4500. Commission $1750. Completely versatile. Strong sales. Civic minded. Family. Small investment possible. Prefer south Atlantic area in average size town. Box 212K, BROADCASTING.

Manager-salesmanager, recognized top sales producer past 12 years in highly competitive metropolitan market with 5 kw. Have both affiliate and non-affiliate experience. Desire opportunity with station, representatives or transcription sales offering salary and commission in large or small market. Want location in midwest or the state of Oregon. Have completely successful background with sound unlimited number of references. Presently employed in 10 largest met. market. Available after proper notice to present employer. 36 years old, married with three children of Norse descent. Write Box 243K, BROADCASTING.

Manager-outstanding disc jockey personality-program director. Available singly or together. All have major market success stories. Ages 30 to 40, long experience. Dependable, excellent references. Interested any size market presenting an opportunity. Write, wire Box 258K, BROADCASTING.

Attention station owners! Is your station in a rut, dull and just getting by? Get this outstanding team to give you progressive management, top sales, listener appeal programming and effective commercials. Father as station and commercial manager, son as program director, special events, sports and news. Both fine personalities. With mature judgement, youthful enthusiasm and real showmanship, this team can make your station thoroughly interesting, bring advertisers better results and you more profits. Well rounded experience all phases radio 250 watts up, net and independent, from CP into successful operation. Know and prefer south or southern coastal areas. Although the right opportunity, pleasant living and working conditions more important. Desire single station market. Reasonable salary and percentage. Box 277K, BROADCASTING.

General and commercial manager. Now employed commercial manager 5000 watt network station. Last year's earning over $10,000. Prefer south or southwest. Box 283K, BROADCASTING.

Sales-minded, cost conscious station manager currently operating successful net affiliate in highly competitive market, desires change to deep south, southwest, or Pacific northwest. Background and qualifications available to interested station owners upon request. Box 307K, BROADCASTING.

Announcers

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 40K, BROADCASTING.

College graduate radio speech wants first break, interested all phases, single, 26, exempt. Prefer small independent, personal interview if good opportunity. Box 195K, BROADCASTING.

New York stater; announcer 9 years, sales 1½ year, family. Box 207K, BROADCASTING.

Situations Wanted (Cont'd)

Top sportscaster, former college athlete. Outstanding major experience all sports. Box 241K, BROADCASTING.

Available immediately, capable combo man with eighteen months experience at independent and ABC affiliate. Money important but not primary object. Looking for permanence, a versatile job and opportunity. Write full particulars in first letter stating initial salary and future prospects. Box 255K, BROADCASTING.

Ambitious, experienced announcer. Strong commercials, MC live shows. News, writer, musician. Now with 50 kw NBC AM-TV big market. Excellent references! Disc, photo, particulars on request. Good salary. Talent? Box 256K, BROADCASTING.

Announcer-copywriter. Degree in speech. Limited experience. Vet, 26, draft exempt, control board. Box 257K, BROADCASTING.

DJ—entertainer desires position with progressive station, east or south. Single, draft proof, clean living habits. Prefer morning show. Specializes in folk music, knows studio equipment. Box 259K, BROADCASTING.

Announcer-engineer, 1st phone. Presently employed as announcer-chief engineer. Over 4 years experience, good voice. Married, draft exempt. Resume, picture, tape or disc available. Position must be permanent. Write Box 261K, BROADCASTING.

Announcer-operator, single, draft exempt. S. R. T. Chicago graduate. Singing, DJ speciality, college man. Box 263K, BROADCASTING.

Wanted! Sports! Sport announcer, DJ, 3 years experience looking for a station with year-round sports coverage. Can operate board. No preference size of station. All offers considered. Draft exempt. Box 265K, BROADCASTING.

Newscaster-announcer thoroughly experienced and capable. Midwest or east. Minimum $70.00. Draft exempt. Box 269K, BROADCASTING.

Available now, newscaster-announcer with 2 years experience. Want better news gathering, writing opportunity. All-round staff man, 26, married. Audition, particulars on request. Write Box 272K, BROADCASTING.

Experinced announcer/deejay! Versatile. B. A., 24, single, exempt. Operate board. Box 279K. BROADCASTING.

Announcer-salesman. D. J., news, sports, console. Deep voice, college. Wants first radio job. Radio trained, matured, married, veteran. Box 282K, BROADCASTING.

Top disc and staff man seeking wider fields. Used to big things, ready for bigger things. 5 years large network market. Veteran. Box 285K, BROADCASTING.

Sports-staff position, progressive station. Presently employed. College background, ambitious. Box 286K, BROADCASTING.

Combo. Top quality voice. Challenging news, effective comm., polished DJ. Four years experience. Draft exempt. Seventy dollars. Box 295K, BROADCASTING.

Announcer, colored, good voice, mass appeal, promotional ideas. Box 296K, BROADCASTING.

Staff announcer, control room operator, 2 years experience, draft exempt. Available immediately on two week trial basis. Start $50 week. Box 301K, BROADCASTING.

Faith healer?—No! Just a good staff and newscaster, some experience, looking for station needing a shot in the arm. Handle any board. Disc. Box 304K, BROADCASTING.

Dual (radio) personality—ambitious, fully trained staff announcer, radio and/or TV. Strong on sports, news, DJ, console, sales. Sober, no floater, highest references, draft exempt, car, will travel. Box 305K, BROADCASTING.

Announcer-program director, 28, exempt, presently employed, 7 years experience, reliable, consider all offers, will travel, tape, photograph available. Box 306K, BROADCASTING.

Mature announcer, 5 years experience, superior voice and technique, competent all phases, desires affiliation with metropolitan organization. Box 309K, BROADCASTING.

Situations Wanted (Cont'd)

Top commercial announcer, thoroughly experienced, offers good work return for good pay. Box 310K, BROADCASTING.

Three years experience. Announcer, newscaster, disc jockey. Professional schooling. Hollywood. Wisconsin area preferred. Box 312K, BROADCASTING.

Attention Ohio and western Pennsylvania, combo man experienced all phases. Prefer sports and DJ. Presently employed. Available September First. Minimum $75.00. Disc and photo. Box 313K, BROADCASTING.

Announcer with first class license, desires position on west coast. Handle any type show. Married, draft exempt. 1½ children. Box 316K, BROADCASTING.

Please don't hurry! Now DJ and music director. Want only progressive network station with decent future. Vicinity of Chicago preferred. Box 318K, BROADCASTING.

First class announcer-operator; first phone, draft exempt, veteran. Experienced, commercial, news, DJ, sports and special events. Disc, photo and details available. Prefer western states but will go anywhere for right offer. Write 319K, BROADCASTING.

Attention high-powered stations, radio and/or TV, in major markets: Here's a man with experience in play-by-play sportscasting, saleable deejay, classical music, programming and production of show fed to two major networks. Draft exempt veteran, single, presently employed as production assistant at 5 kw major midwest outlet. You prescribe job, salary, duration, location. Box 323K, BROADCASTING.

Announcer, strong news, commercials. Employed. Veteran. Married. 31. Three years experience. Desirous of getting with progressive kw or more network affiliate. Minimum $65.00 weekly. Box 325K, BROADCASTING.

Announcer. Some experience. First class license. Wish emphasize announcing. East. D. Kened, 1642 East 19 Street, Brooklyn, N. Y.

Announcer-salesman; presently employed as commercial manager; radio-school and college graduate; excellent time sales record; Al Lyons, KERB, Kermit, Texas.

Announcer: 10 years experience, married, desires to return to midwest. Some sales experience, desire fulltime mike with offtime service and sales. Byron McCall, 311 South Mt. Vernon, Prescott, Arizona.

No professional experience but plenty of zeal, beautiful voice quality and two years' announcing training. Will go anywhere. Start at bottom. Record, photographs available. Gene Parsh, 2003 W. 70th Pl., Chicago 36.

Announcer—Personable, friendly, versatile. Strong on commercials, news. Operate console. Experienced, married, vet, exempt. Replies answered promptly. Disc. Rai Tasco, 103-06 29th Avenue, E. Elmhurst, N. Y.

Rusty reservist, just discharged from service, available immediately. Experienced all play-by-play, staff, DJ, Gates board. Age 31, married, settled. Jack Wilkerson, Box 4112-NE, Dearborn, Michigan.

Situations Wanted (Cont'd)

Technical

Northeast, chief or staff: 8 years studio and AM-FM transmitter to 5 kw. Earning $73. Box 251K, BROADCASTING.

Combo. Available July 15th. First phone, 8 months experience. DJ, news, staff. Employed So. California. Radio school grad. Vet, 23. $70.00. Box 211K, BROADCASTING.

Chief engineer. Twenty years experience construction and maintenance, excellent past record as chief. Available immediately. Family. Box 253K, BROADCASTING.

Experienced woman, with first phone ticket wants steady job. Hopeful of a warm all-year-round climate. Box 254K, BROADCASTING.

First phone wants combination job west of Rocky Mountains. Four months network experience. Professionally trained. Disc and photo. Please state salary and pertinent details. Box 266K, BROADCASTING.

Ambitious engineer: Experienced, qualified as chief. Directional, construction, maintenance and audio. Family man, age 26. Prefer midwest. Salary $85-$100. Box 281K, BROADCASTING.

Licensed engineer, veteran, 4 years experience (control room, remotes and transmitter), draft exempt. Now employed but desire advancement to larger station. Minimum $60. Box 303K, BROADCASTING.

First phone operator, desiring to locate in California or west. Veteran, single, car, 13 years transmitting experience. Box 313, Clifton, N. J.

Production-Programming, others

Newscaster-editor: Personable, authoritative delivery. 10 years news background: reporting, rewriting, broadcasting. BS Degree. Family. Dependable. Draft free. Want 1st-rate news conscious operation. Minimum $100. Currently employed 50 kw. Highest references. Box 231K, BROADCASTING.

Copywriter. 8½ years experience all type products. Clean-cut; 30, hard worker. Box 236K, BROADCASTING.

Program director-newscaster, 25, looking for small station in small market. Some programming experience, 3 years news director, 2 years college, family, veteran, $70. Box 250K, BROADCASTING.

Newsman, 6 years, Associated Press experience. 28, family, exempt vet, rewrite. Employed top AM-TV operation. Prefer California indee but interested in any reasonable proposition. Best references. Box 264K, BROADCASTING.

Young woman, friendly personality, excellent voice. Located Chicago, desires permanent connection small town radio, with opportunity for writing and mike work. Disc, photo, references available. Box 267K, BROADCASTING.

Newsman: Eleven years experience. Editor, newscaster, writer, legman. Solid sponsorship. Draft exempt. Permanent. Box 268K, BROADCASTING.

Experienced music director, female, now employed, desires job with future. Box 289K, BROADCASTING.

(Continued on next page)

STATION *FOR SALE*

$15,000. Cash Required

For reasons of health, must sell immediately, Midwestern independent station in 100,000 population market that ranks among the first hundred in the United States. Only one other station. First year, under absentee ownership, station showed slight operating profit. All new equipment, modern office building studios, combined operation. Will sell 100% of stock for actual investment. $15 000 cash, will finance balance of $35,000. This price includes $10,000 in quick assets and the fixed assets are now worth more than the total purchase price of station. *Must sell in 90 days.* Qualified principals only.

Box 308K, BROADCASTING

XUM

Situations Wanted (Cont'd)

Experienced male copywriter, traffic, continuity, background with indie and net. Looking for station with opportunity for advancement. Box 292K, BROADCASTING.

Male copy chief at 5 kw. Midwest station considering move to bigger things, preferably publicity work. May take another copy job if offer attractive. No itinerant. Single. Best references. University journalism grad. Box 315K, BROADCASTING.

Young woman, single, experienced receptionist and typist, desires position in continuity, traffic, or as receptionist and organist with progressive radio station. In addition to my office experience and ability, I am an experienced entertainer, accomplished organist and pianist. Have my own Hammond Organ available with my services. My programs will build your listening audience. Available now. All suitable offers given serious consideration. Write Box 324K, BROADCASTING.

Power package!!! Program director, experienced all phases programming, showmanship, publicity, public relations, sound TV background. Ideas by bushels, liked by lots, willing, able. Not adequately employed, want unlimited opportunity, got it? Write Box 326K, BROADCASTING.

Creative, responsible, experienced radio writer. Directed continuity, special events, women's, children's and community broadcasts. Executive secretary, promotion and public relations background. Interested in staff opening with a future. Female, 26, single. Journalism degree. Available for interview New York-Philadelphia area July 23-August 3. Box 327K, BROADCASTING.

Television

Managerial

Television film director seeks to develop enterprising film department for growing TV station. Specialist film production and integration of films in TV programming. Technical knowhow. 8 years experience producing, editing, writing documentary, newsreel, public relations films. Intimate knowledge animation photography. Has showmanship, imagination, ingenuity, organizing ability. Understands television medium thoroughly. Responsible, family. Lawrence Mollot, Box 394, Nanuet, N. Y.

Production-Programming, others

Experienced in television. Master's Degree. Management experience in other fields. Seeking TV production supervisory position, or directing where advancement possible. Box 219K, BROADCASTING • *TELECASTING.*

Copy-promotion writer. Long experience. Fast, competent, creative. Also sell, announce. Box 237K, BROADCASTING • *TELECASTING.*

Television producer-director, floor manager, first class license. Some experience. Box 321K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Local station (250 watts) in progressive industrial city of 15,000 on east coast. Good buy. Principal owners have other interests demanding their attention. Must be able to swing $50,000 cash deal. Principals only, no brokers. Box 214K, BROADCASTING.

For sale, fulltime, network station in fast growing southwestern city. 1950 population 150,000 has been increased due to defense plants and Air Force expansion. Well established with local and regional advertisers and agencies. Annual gross $165,000. Both sales and profits sharply above last year. High Hoopers. Pleasant living. High, dry climate. Wonderfully cool summers. Warm, comfortable winters. Owner devoting energies to new, larger property. Priced for quick sale at exceptional figure $75,000. Approximately $60,000. Cash at time of FCC approval. Balance in long-term notes. Write or wire. Box 262K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Collins 300-F 250 watt AM transmitter with 40 DA dual oscillator unit complete with two sets tubes, crystals for your frequency and antenna coupler ready to go for $1,000 uncrated f.o.b. Box 294K, BROADCASTING.

For sale: W. E. 451-A-1 transmitter; W. E. 23-C console; W. E. 20-B rectifier; W. E. 1126-C amplifier; W. E. D-7008 antenna coupling unit: General Radio 1181-A frequency monitor; General Radio 1931-A modulation monitor. Variety of other broadcast equipment. List furnished on request. All this equipment in excellent condition. Write P. O. Box 631, Marysville, California.

RCA 308-A field intensity meter. KFNF, Shenandoah, Iowa.

For sale: Two Presto 8-D-G disc recorders with Presto 92A recording amplifier. Radio Station WCSI, Columbus, Indiana.

One Gates transmitter, 250-A with two sets of new tubes, crystal for 1490 and new spare crystal for 1490. One new crystal for General Radio frequency monitor. One 165-foot Wincharger tower with A-1 lighting, guys and base insulator. Bonding strip, copper and copper radial wire, new, for your ground system. All in perfect condition ready to ship. Best cash offer takes all. WDBC, Escanaba, Michigan.

RCA radiomike, model BTP-1A. Like new, $150.00. Contact Don. Bowdish, Chief Engineer, WRSW, Warsaw, Ind.

One 250-watt-C1 Gates transmitter with exciter and two crystals 1490 K. C., $2,000.00 cash F. O. B. Anniston, Alabama. Write W. S. Weatherly, c/o WSPC, Anniston, Alabama.

Presto recording equipment, like new. One 90B amplifier. One 6-N and one 75-A recorder with 1-D cutting heads. One Altec microphone. Two 16" filing cabinets. Four stands. Several cutting stylus. Miscellaneous accessories. $1,525.00 complete. W. E. Olewine, Sound Recording, 16 Granada Way, Altoona, Penna.

Wanted to Buy

Equipment etc.

WE 23C or Gates 51-CS consolette, Collins 250 watt AM 300G transmitter, GE limiter, GR modulation monitor, RCA 44-BX microphones and 27,000 feet ±10 copper wire. Box 260K, BROADCASTING.

Miscellaneous

There's Gold in TV. We have producers, directors making low budget pictures for past 30 years. Now ready to produce several excellent TV series at low cost. Can use capital. Get your share of TV profits now. Box 280K, BROADCASTING.

Situations Wanted

Managerial

AVAILABLE AUGUST 15

STATION MANAGER

(Programming, promotion, sales, civic affairs)

Executive top stations 14 years, mid-thirties, personable, easterner, Big 3 college, family.

BOX 300K, BROADCASTING

For Sale

Stations

FOR SALE

Fulltime network affiliate in desirable single-station New England market out of TV area. Good earnings. Priced at $45,000 for quick sale. No brokers. Box 155K, BROADCASTING.

FOR SALE

Only station in eastern city 18,000 population — local channel — network affiliated—offered due to retirement principal executive. Long history substantial earnings. Answer to any inquiry predicated upon show of financial ability to handle minimum of $75,000 cash equal amount secured terms. Reply Box 276K, BROADCASTING.

For Sale

Local Network station in excellent midwestern small community — Principal owners desire to sell because of other interests demanding their full time. Excellent opportunity for owner-manager, price—$75,000 cash. Principals only—No brokers. All replies confidential.

BOX 328K, BROADCASTING

Equipment, etc.

HIGHEST BID ACCEPTED

AEOLIAN-SKINNER PIPE ORGAN AND EXTRA CONSOLE

Program changes and complete revision of studio layout compel removal of this fine instrument. Would cost $27,000 today. In perfect condition. Suitable for church, radio station, theatre. Mail us your bid.

COMPLETE SPECIFICATIONS ON REQUE

Jack Hill

WWJ, Detroit 31, Mich.

Schools

SRT-TV SRT-TV SRT-TV

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING

SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening

Small Classes

Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.

228 South Wabash Ave., Chicago 4, Illinois

SRT-TV SRT-TV SRT-TV SRT-TV SRT-TV SRT-TV

NEW ENGLAND

$55,000.00

Only station in an ideal one station New England market. This fulltime network property is operating profitably and business is considerably ahead of last year. Financing arranged.

FLORIDA

$62,500.00

Only station in one of Florida's most desirable medium sized cities. This fulltime facility has always made money and present business in running about 20% ahead of last year.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

TOP OVERSEAS OPENINGS

NEEDED AT ONCE

By private organization with its own broadcasting stations in Western Europe beamed at "Iron Curtain" countries. Contract basis with transportation and housing for families furnished.

1. Assistant Chief Engineer. All phases broadcast station construction and operation. $7,500-$9,000.
2. Monitoring Engineer. Receiving station supervision. Commercial experience desirable. $6,500-$8,000.
3. Technical Administrator. All phases broadcast station operation and management. To $8,000.
4. Design Engineer. Broadcast station design, planning and installation. Accent on studio and recording facilities. To $7,500.
5. Transmitter Supervisor. Highpower broadcast transmitting station supervision. to $7,500.
6. Studio Supervisor. Broadcasting and recording studio operation and supervision. To $7,500.

Send resume of personal history and professional experience to:

BOX 271K, BROADCASTING

KY. LIBEL LAW

To Submit New Bills

KENTUCKY Broadcasters Assn. and the Kentucky Press Assn. will cooperate in submitting an act and two amendments concerning libel, damages for defamatory statements and divulgence of news sources to the state general assembly when it convenes this fall.

The press group, which first sponsored the prepared exemption from revealing the source of news, has revised its amendment to Kentucky revised statute No. 421,000 to include radio and television broadcasting stations. The original amendment was phrased:

No person shall be compelled to disclose in any legal proceedings or trial before any court . . . the source of any information procured or obtained by him and published in a newspaper by which he is engaged or employed or with which he is connected.

The "proposed innocent instrumentality bill" provides that radio stations and newspapers will not be held liable "for innocent publication of defamatory statements received from established news services" nor will radio and TV stations if "defamatory statements are uttered by persons other than the owner, licensee or operator or his agent or employe," and if such remarks are made by political candidates.

Bill Provisions

Bill provides for action to be dismissed if the defendant proves information containing the defamatory elements came from an established news service unless the complainant proves the statement was false and the defendant "knew or had reason to know its falsity" at the time of broadcast. Case could also be dismissed, under provisions of the proposed bill, if the station proves the questionable remarks were made by someone other than an owner or staff member unless the complainant proves the station failed to "exercise due care."

An amendment to Section 411,050 of the revised statutes would "limit the recovery of damages in defamation actions where the defendant has not refused to make a timely and conspicuous public correction of the alleged defamation."

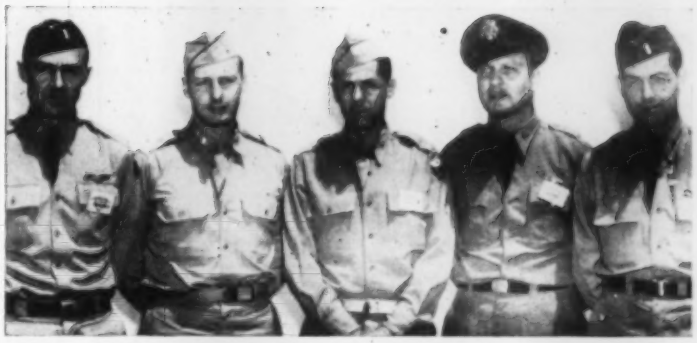
Special damages, defined as money damages suffered in addition to money spent in connection with the defamation suit, will be awarded unless the plaintiff proves "he made a sufficient demand for correction" and the station or newspaper "failed to make conspicuous and timely" correction.

"Sufficient demand for correction" is defined in the amendments as one in writing, signed by the plaintiff or his authorized attorney or agency, "which specifies the statement or statements claimed to be false and defamatory, states wherein they are false and sets forth the true facts; and which is delivered to the defendant prior to the commencement of the action."

"Conspicuous publication" on radio or TV must be broadcast at "substantially the same time of day and with the same sending power," and is one which is "agreeable to the plaintiff." Broadcast-wise, "timely publication" means broadcast within three business days after which the "demand for correction" is received.

Elmer G. Sulzer, director of radio at the U. of Kentucky, is chairman of the KBA legislature committee. Working with him are Mike Layman of WSFC Somerset; Charles Harris of WGRC Louisville; R. B. Helsm of WHLN Harlan; Ken D. Given of WLBJ Bowling Green, and Hecht S. Lackey of WSON Henderson.

PLOUGH Inc., Memphis (owner of WMPS Memphis), manufacture of St. Joseph Aspirin and other drug products, reports estimated net sales for company and subsidiaries for first six months of 1950 reached $8,446,000. This figure is the highest figure in the company's 43 year history.



AT EASE after 15 days of active duty training with the Air Force Reserve School at Long Beach Air Force Base, Long Beach, Calif., are these radio and agency representatives (l to r) Lt. Edward M. Blakesley, of McClung Broadcasting, Merced, Calif.; Lt. Loyal M. Whittaker, KSUB Cedar City, Utah; Col. Sanford W. Dee, McCarty Co., Los Angeles; Capt. Ira M. Hume, promotion manager, KHSL Chico, Calif.; Lt. Stanley E. Parrish, KERG Eugene, Ore.

CLUB AWARDS

Best Women's Series' Named

RADIO awards to business and professional women's clubs were announced last week in Chicago by Mrs. Queenie Grable, of Lexington, Ky., national radio and television chairman of the National Federation of Business and Professional Women's Clubs Inc.

Four clubs won citations for outstanding series' of broadcasts. They were:

Okmulgee, Okla., Club, for series, *New Patterns in Women*, over KHBG;

Jennings, La., Club, for series, *So You Want to be a Career Girl*, over KJEF;

Hopkinsville, Ky., Club, for series, *Measuring Up Our Community*, over WHOP;

Lexington Ky., Club, for series, *Women in Today's Picture*, over WLAP.

Honorable mention went to the Wooster, Ohio, Club, for series, *Our Women in Business and Professions*, over WWST, and the Warren, Ohio, Club, for series, *Careers for Women*, over WHHH.

Judges were Dorcas Ruthenburg, director of public affairs programming, WHAS Louisville; Katherine Fox, director of special broadcast services, WLW Cincinnati, and E. G. Sulzer, head, Dept. of Radio Arts, U. of Kentucky, Lexington.

'MAIL CALL'

GIs, Families Sound Off

IT'S *Mail Call* time these days at KNOR Norman, Okla., which is programming a daily series of programs to wives, sweethearts and relatives of GIs in the 45th Division stationed at Camp Chitose, Japan.

The series is prepared by a Norman recruiting officer, Sgt. Hank Wallace, on the basis of letters from the servicemen, and features latest information on their welfare and musical dedications to their loved ones. In turn, Sgt. Wallace tapes personal messages for broadcast over the Armed Forces station in Sapporo.

So popular has been the program that it was extended from 15-minutes to a half-hour, according to the station. Additionally, Sgt. Wallace reports he has been flooded with GI requests. The present 30 minutes, Monday through Saturday, is all sponsored, KNOR reports.

The programs are part of a broad plan urging closer relationship between the GIs and their state-side families through the exchange of taped recordings. The plan was originally revealed by the Armed Forces Radio Service in Japan [BROADCASTING • TELECASTING, June 18].

TO PROMOTE radio in general on local level, KFXM KITO KRNO San Bernardino, Calif., have pooled their efforts into one enlarged campaign with series of large size advertisements in daily San Bernardino *Sun-Telegram*.

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

RADIO OUTSELLS NEWSPAPERS 60%

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

A value . . . PLUS in "BRUSH CREEK FOLLIES"

with

HIRAM HIGSBY

on

KMBC KFRM

PLUS ONE—"Brush Creek Follies" is in its fourteenth successful season!
PLUS TWO—Playing again to a live audience from the stage of the huge new KMBC studio playhouse!
PLUS THREE—A great new arrangement on commercials for advertisers!
PLUS FOUR—An outstanding new promotion and merchandising plan!
PLUS A DOZEN—Write, wire or phone KMBC-KFRM or your nearest Free and Peters colonel!

KMBC of Kansas City
KFRM for Rural Kansas

• • • 6th oldest CBS Affiliate • • •

Feature of Week

(Continued from page 16)

fashions with emphasis on color promotions using a huge TV screen as discovery points for styles. At least 1,000 buyers from eight states are expected to attend the winter showings.

Miss Benell believes in collecting (1) audience, (2) honors and extra-professional duties and (3) sponsors.

In reverse analysis, the sponsors on her list for both radio and television participating program number 15, in addition to the above listed fashion sponsors. She has a daily radio program on WFAA-570 at 2:45 p.m. and her daily cooking show is seen on WFAA-TV at 4 p.m.

Wins Honors

Her recent honors and extra-professional duties include being named the only Texas broadcaster in *Who's Who in TV and Radio for 1951;* only broadcasting member of the Dallas Regional Fashion Group; one of five broadcasting or journalistic women awarded a citation by the English-speaking-Union in February 1951; and she is public affairs chairman of Altrusa International.

As for viewers, count up a total of 1,544 pieces of mail in response to various offers made on her cooking program during May of this year, including American Beauty Macaroni products, Domino Sugar, Samolets and Miss Benell's personal recipes demonstrated on her show.

In addition, to her experience in fashion, Miss Benell also is an authority on beauty, having served for a number of years as "Sally Andrews," beauty consultant for Walter Winchell's Jergen's Lotion program.

Strictly Business

(Continued from page 16)

promotion budget of $2½ million, Mr. Henry still remembers those early train rides. But when he reached his 'teens, he decided he wanted to be a lawyer and chose Vanderbilt U. as his place of study. Because he had to work his way through school, he took a job as a $6-a-week newspaper reporter. Now, incidentally, he is on the board of trustees of his alma mater.

Earning his degrees in 1910 and 1911, Mr. Henry continued his newspaper work and while covering politics, the governor of Tennessee's private secretary resigned his job, and it went to the young political reporter.

In 1915, Mr. Henry resigned to enter the practice of law. Two years after hanging out his shingle, he entered the Army as a captain in field artillery, serving with the AEF in France. Returning to his law office in 1919, Mr. Henry retained a lieutenant colonelcy in the reserves.

In 1921, Mr. Henry realized his boyhood ambition by becoming director of public relations of the Nashville, Chattanooga & St. Louis Railway, later being named assistant to the president of that railroad. There he remained, telling the story of railroading, until 1934 when he went to Washington, D. C., as assistant to the president of the Assn. of American Railroads, which led to his present position as vice president of the AAR.

Extensive Writing

Mr. Henry's broad knowledge and perspective of the railroad industry are shown not only in the results of his daily work, but also in his writings which include books such as *This Fascinating Railroad Business, Trains, Portraits of the Iron Horse,* and *On the Railroad.* In addition to his busy career, Mr. Henry also is a recognized historian whose four works include *The Story of the Confederacy, The Story of the Reconstruction, 'First With the Most' Forrest,* and *The Story of the Mexican War.*

Yes, the ambition of a young man to do something, and do it so well that it leads him to the top of his field happens in storybooks. And as Mr. Henry has proved, it happens in real life, too.

APPROXIMATELY 12,452,300 broadcast receiving licenses, including 825,600 for television, were current in Great Britain and Northern Ireland at end of April 1951.

INDUSTRIAL HUB OF THE MIDWEST

Quad-Cities is the home of 233,012 people . . . over 300 manufacturing firms. Exclusive of the Rock Island Arsenal, employment has passed 1943's previous high by 5,067. Industrial employment now totals 53,156.

WHBF is the influential hometown station with the coverage and the impact to deliver sales at a profit in this big, unified market.

WHBF
5000 WATTS BASIC ABC
AM TV FM
NAT. REPS. AVERY KNODEL, INC.

P. LORILLARD CO.'s pres., Herbert Kent, gets gold gong at finals in Madison Square Garden of ABC's *Ted Mack Original Amateur Hour,* sponsored by tobacco firm. Proceeds went to N. Y. Foundling Hospital. L to r: Leonard Reeg, ABC v. p. in charge of radio programs; Nick Keesely, radio-TV director, Lennen & Mitchell Inc.; Mr. Kent; Alden James, Lorillard's ad mgr., and William Ensign, ABC's eastern radio sls. mgr.

BAB PRESIDENT William B. Ryan (seated, r) during western visit holds idea session with So. Calif. Broadcasters Assn. members: A. E. Joescelyn (seated, l), CBS Hollywood dir. of oper. and SCBA pres.; standing l to r, Frank E. (Bud) Berend, NBC Western Div. sls. mgr., and Kevin Sweeney, KFI Los Angeles sls. mgr.

DR. IRMAGENE N. HOLLOWAY (l) director, school and college division Greater New York Safety Council presents to Fortune Pope, WHOM New York president, plaque symbolizing National Safety Council's 1951 Public Interest Award given WHOM for "exceptional service in safety."

NEW Komac (paints) program, *Two on the Aisle,* on KLZ Denver is discussed by (l to r) Bob Whitney, Arthur G. Rippey Co.; Harker Spensley, station acct. exec., and Frank McLister, of Kohler McLister. Show, announced by Dick Barber, features semi-classics.

PUBLIC service scroll is presented by Jonas Weiland (l), pres., WINE Miami Beach, Fla., to Burnett Roth, vice mayor of city, in behalf of station listeners. Mr. Roth broadcasts non-political local news weekly on station public service feature.

WHOP Hopkinsville, Ky.'s *Early Bird Show* receives renewal by Baldwin Truck & Tractor Co. promotion of International Harvester. Arrangements made by (l to r): Katherine Peden, station cml. mgr.; H. B. McCallister, sls. prom. supv. for I-H; Earl Tullock, Evansville zone mgr., I-H; Jerry Baldwin, owner, Baldwin firms at Hopkinsville and Cadiz.

RICHARDS MOTION

Says Exceptions 'Premature'

COUNSEL for the G. A. (Dick) Richards stations petitioned FCC last week to strike as "premature" the exceptions by the Commission's general counsel and Broadcast Bureau chief to a hearing examiner's initial decision dismissing the renewal proceeding of the stations because of Mr. Richards' death.

The FCC staff exceptions, filed July 3, charged Hearing Examiner James D. Cunningham illegally disposed of the lengthy, controversial proceeding involving KMPC Hollywood, WGAR Cleveland and WJR Detroit, and asked the Commission to direct Mr. Cunningham to rewrite his ruling on the basis of facts in the hearing record. This view had been made known earlier in a petition of protest to FCC by Commission General Counsel Ben Cottone and Broadcast Bureau Chief Curtis Plummer [BROADCASTING • TELECASTING, June 18].

Mr. Richards, charged by FCC in the proceeding with directing the shunting of news on the air, died May 28 [BROADCASTING • TELECASTING, June 4].

In a counter-petition to the protest petition of Messrs. Cottone and Plummer, Hugh Fulton, chief counsel of the Goodwill outlets in the case, upheld the examiner's dismissal of the investigation and requested the Commission to promptly grant regular license renewals to the stations [BROADCASTING • TELECASTING, July 2].

In last week's petition, Mr. Fulton pointed out the filing of the exceptions to the initial decision was premature since FCC has not yet acted upon its staff's protest petition and the Richards' counter-petition. Mr. Fulton's pleading pointed out the examiner was correct in not making findings of fact and conclusions of law in his ruling "other than that the issues in these proceedings are moot."

IF AN employer pays moving costs of an employe who is shifted from one location to another on his job, the employe must file the paid moving costs as taxable income even though the moving is in the employer's interest, the Bureau of Internal Revenue has informed field offices.

TABLE III

RADIO NETWORK TIME SALES FOR MAY AND FIRST QUARTER 1951 COMPARED TO 1950 BY PRODUCT GROUPS

PRODUCT GROUP	MAY 1951	JAN.-MAY '51	MAY 1950	JAN.-MAY '50
Agriculture & Farming	53,507	306,393	84,971	475,209
Apparel, Footwear & Acces.	7,916	436,877	171,126	617,528
Automotive, Automotive Equip. & Supplies	379,295	2,028,869	410,720	2,649,215
Aviation, Aviation Equip. & Supplies	.....	.....	.....	.....
Beer, Wine & Liquor	266,588	1,484,293	256,041	1,248,811
Building Materials, Equip. & Fixtures	137,368	605,759	131,377	583,737
Confectionery & Soft Drinks	554,955	2,671,524	590,948	3,038,282
Consumer Services	228,894	1,422,378	162,517	790,156
Drugs & Remedies	2,162,973	10,641,700	2,147,903	10,626,904
Entertainment & Amusement	.....	.....	.....	.....
Food & Food Products	4,052,533	20,014,453	4,163,970	19,973,232
Gasoline, Lubricants & Other Fuels	479,495	2,576,960	408,903	2,093,379
Horticulture	20,163	86,394	17,616	105,696
Household Equip. & Supplies	247,136	1,211,919	323,801	1,305,855
Household Furnishings	123,199	420,815	38,705	201,743
Industrial Materials	188,485	917,503	188,985	950,266
Insurance	272,669	1,306,577	231,732	1,285,743
Jewelry, Optical Goods & Cameras	100,117	528,483	190,117	782,453
Office Equip., Writing Supplies Stationery & Acces.	88,410	389,292	133,620	719,427
Political	.....	.....	13,028	17,344
Publishing & Media	14,345	150,288	27,403	564,671
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	310,684	1,035,658	91,952	505,252
Retail Stores	13,174	24,021	1,728	23,230
Smoking Materials	1,914,414	9,314,658	2,101,112	10,548,002
Soaps, Cleansers & Polishes	1,784,380	8,138,077	1,949,272	9,019,439
Sporting Goods & Toys	.....	.....	.....	.....
Toiletries & Toilet Goods	2,663,479	12,189,629	2,289,993	11,126,849
Transportation, Travel & Resorts	88,378	577,346	82,785	370,542
Miscellaneous	402,529	2,134,116	427,801	2,273,864
Totals	$16,555,086	$80,613,982	$16,584,126	$81,836,829

SOURCE: Publishers Information Bureau

* * *

WOOK MOVE

To Rockville, Md., Proposed

WOOK Washington, if its proposed $120,000-purchase of WINX there is approved by FCC [BROADCASTING • TELECASTING, June 18], plans to build a new station on approximately its present assignment at nearby Rockville, Md.

United Broadcasting Co., WOOK licensee and purchaser of WINX from William and Dolly Banks, last week was granted permission by FCC Hearing Examiner Leo Resnick to amend its pending application so as to request the new facilities in Rockville. WOOK, assigned 1 kw daytime on 1590 kc at Silver Spring, Md., Washington suburb, had sought to move to adjoining Takoma Park, Md., and change facilities to 1 kw day, 100 w night on 1600 kc. But with the purchase of WINX, WOOK now seeks to construct a new station at Rockville on 1600 kc with 1 kw daytime.

WINX is assigned 250 w full-time on 1340 kc.

WOOK has indicated it does not believe there would be any overlap between the proposed Rockville station and WINX, hence no violation of the Commission's duopoly rules. However, should such overlap be found to exist, it was pointed out the proposed Rockville station would be sold. There is no station in Rockville now.

United Broadcasting is also licensee of WSID Essex, Md., adjacent to Baltimore; WANT Richmond, Va., WARK Hagerstown, Md., and WFAN (FM) Washington. The company last week applied for assignment of licenses of WSID and WARK to subsidiary corporations—United Broadcasting Co. of Eastern Maryland Inc. and United Broadcasting Co. of Western Maryland Inc., respectively.

Legal details of the proposed move and corporate reorganization are being handled by Cohn & Marks, Washington law firm.

WORC SALE

WHIM Officers Acquire

SALE of WORC Worcester, Mass., for $75,000 to Radio Worcester Inc., a new firm headed by two principals in WHIM Providence, R. I., was disclosed last week in a transfer application filed with FCC. Arthur F. Kleindienst, present WORC licensee, desires to retire from radio.

President and 25.5% owner of Radio Worcester is C. George Taylor, secretary and 12½% owner of WHIM. Vice President and also 25.5% owner is Robert T. Engles, president and 12½% owner of WHIM.

A York, Pa. newspaper publisher, Josiah W. Gitt, owns 35.4% of Radio Worcester, and Carson Taylor, C. G. Taylor's father and general solicitor for the Chicago, Milwaukee, St. Paul & Pacific Railroad, owns 13.6%.

Included in the sale are all the physical properties of WORC as well as an affiliation contract with ABC expiring Oct. 15 and a two-year contract with MBS and Yankee beginning Oct. 15. All advertising accounts also are included.

In order to finance purchase of WORC, Radio Worcester will issue 600 shares of common stock for $62,000. C. G. Taylor and Mr. Engles each have purchased 50 shares and are pledged for an additional 110 each. Mr. Gitt has purchased 220 shares and Carson Taylor has subscribed to 80 shares. Washington law firm of Cohn & Marks is handling legal details for the sale.

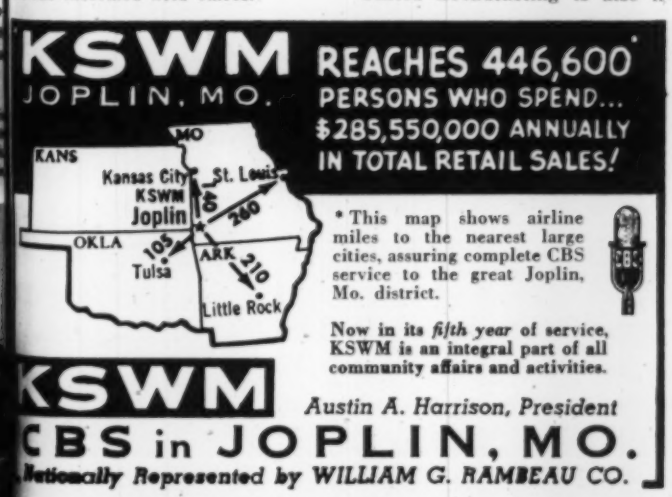
P&G Increase Time

(Continued from page 25)

different top client this May than for the same month of last year.

Total network time expenditures for each class of product (shown in Table III, which compares the May and the January-May totals for this year and last) show 11 classes with higher network time expenditures in May 1951 and 15 whose purchases of network time were higher in May 1950.

Total time purchases of all network clients, however, is only slightly lower this May than last, the difference being only one-tenth of 1% (0.1%).


KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!
MO
KANS
Kansas City
St. Louis
KSWM
Joplin
OKLA
Tulsa
ARK
Little Rock
* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.
Now in its fifth year of service, KSWM is an integral part of all community affairs and activities.
KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

FCC Actions

(Continued from page 77)

APPLICATION RETURNED

WKLV Blackstone, Va.—RETURNED application for license renewal.

July 12 Decisions

BY THE COMMISSION EN BANC

Extension Granted

WTSV-FM Claremont, N. H.—Granted extension of special experimental authority to operate station by remote control from trans. site of WTSV for period ending Jan. 10, 1952 with same conditions as those of original grant.

Designated for Hearing

WLIZ Bridgeport, Conn.—Designated for hearing in Washington on Aug. 13, application to increase power from 1 kw to 5 kw, change hours from D to unl. on 1300 kc, DA-2, install new trans. and DA-DN and change trans. location.

WOL Washington, D. C.—Designated for hearing application to change from 1450 kc to 1460 kc, from 250 w with synch. amp. to 5 kw with discontinuance of amp.; change trans. location and install new trans. and DA-DN; made WWDC Washington, D. C. party to proceeding.

WOKY Milwaukee, Wis.—Designated for hearing in Washington on Aug. 20 application for increase in D power from 1 to 5 kw, change trans. and install DA-D on 920 kc with 1 kw N. Upon petition, made WBAA West Lafayette, Ind., party to proceeding.

WNPT Northport, Ala.—Designated for hearing in Washington on Aug. 21 application for approval of ant. and to change trans. and studio location from Northport to Tuscaloosa, Ala.

WMGR Bainbridge, Ga. and Tri-County Bcstg. Co. Inc., Hawkinsville, Ga.—Designated for consolidated hearing in Washington on Aug. 23 application of WMGR to change from 1490 kc 250 w unl. to 610 kc 500 w D, with application of Tri-County, for new station on 610 kc 500 w D.

State Capital Bcstrs., Raleigh, N. C. and Waldo W. Primm, Sanford, N. C.—Designated for consolidated hearing in Washington on Aug. 27 application of State for new station on 1290 kc 500 w D, with application of Primm for same frequency with 1 kw D.

WARM Scranton, Pa.—Designated for hearing in Washington on Aug. 28 application to change type trans. and change ant., together with application for extension of completion date of CP which authorized change from 1400 kc 250 w unl. to 590 kc 5 kw unl. DA-1.

CP Granted

WMAQ Chicago, Ill.—Granted CP to install new ant.; engineering cond., and subject to acceptance of such increase in interference as may result if application of WIKY Evansville, Ind. is granted.

Application Denied

KTW Seattle, Wash.—Denied application for Special Service Authorization to operate simultaneously with KWSC Pullman, Wash. from 7:30 p.m. to 8.30 p.m. DST, Thur. evenings, during May through Aug.

Request Granted

WIBU Poynette, Wis. and WWCF (FM) Baraboo, Wis.—Granted request for temporary exemption from program origination requirements of Sec. 3.30 and 3.205 of rules, for an additional period of 6 months from June 18, pending action on petition seeking reconsideration of Commission's action of Dec. 4, 1950 in amending these sections of rules.

KCBS San Francisco, Calif.—Granted request for temporary exemption from program origination requirements of new Sec. 3.30 of rules, for six months from June 18 pending completion of construction and operation of KCBS in accordance with CP.

License Renewal

Following stations were granted renewal of licenses for regular period: KAFP Petaluma, Calif.; KBIX Muskogee, Okla.; KBON Omaha; KBOW Butte, Mont.; KBST Big Springs, Tex.; KBUR Burlington, Iowa; KCIL Houma, La.; KDMO Carthage, Mo.; KGOS Torrington, Wyo.; KHUZ Borger, Tex.; KIBL Beeville, Tex.; KRNR Roseburg, Ore.; KTOH Lihue, T.H.; KTTR Rolla, Mo.; KWOR Worland, Wyo.; KXAR Hope, Ark.; WARK Hagerstown, Md.; WATO Oak Ridge, Tenn.; WCSS Amsterdam, N. Y.; WGAL Lancaster, Pa.; WGCD Chester, S. C.; WHAV Haverhill, Mass.; WHOT South Bend, Ind.; WICY Malone, N. Y.; WIGM Medford, Wis.; WKAY Glasgow, Ky.; WKBV Richmond, Ind.; WKNY Kingston, N. Y.; WKRO Cairo, Ill.; WLOX Biloxi, Miss.; WMDN Midland, Mich.; WMGR Bainbridge, Ga.; WMGW Meadville, Pa.; WOHI East Liverpool, Ohio; WOPI Bristol, Tenn.; WTOR Torrington, Conn.; WLOH Princeton, W. Va.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JULY 12

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,282	2,246	140		280	127
FM Stations	650	535	127	1*	9	3
TV Stations	107	82	28		416	171

* On the air.

* * *

Docket Actions . . .

ORDERS

WKY-TV Oklahoma City, Okla.—By order, dismissed petition as premature, without prejudice to its being refiled at a later date, which requested (1) that the order issued to petitioner in current TV proceeding (Dockets 8736 et al) (to show cause why license for WKY-TV should not be modified to specify Ch. 7 instead of Ch. 4) be severed from this proceeding, and (2) that a formal hearing be held thereon. Order July 11.

Logan, W. Va.—An order was adopted amending the revised tentative allocation plan for Class B FM stations by deleting Ch. 294 and adding Ch. 222 to Logan and deleting Ch. 222 and adding Ch. 270 to Williamson, W. Va. Order July 11.

Non-Docket Actions . . .

AM GRANTS

KTFY Brownfield, Tex. — Granted switch in facilities from 1050 kc, 250 w, day to 1300 kc, 1 kw, day. Granted July 11.

FM GRANTS

Dillon, S. C.—Border Bcstg. Co. Granted Ch. 225 (92.9 mc), 8.8 kw, antenna 290 feet. Granted July 11.

Logan, W. Va.—Logan Bcstg. Corp. Granted Ch. 222 (92.3 mc), 20 kw, antenna 725 feet; conditions involving WVOW Logan antenna. Granted July 11.

WFNC-FM Fayetteville, N. C.—Granted switch in facilities from ERP of 12 kw to 14 kw, antenna from 465 feet to 290 feet. Granted July 11.

WLIN-FM Merrill, Wis.—Granted switch in facilities from ERP of 20.5 kw to 10.2 kw, antenna from 240 feet to 260 feet. Granted July 11.

WARD-FM Johnstown, Pa.—Granted switch in facilities from ERP of 80 w to 285 w, antenna from minus 80 feet to minus 87 feet. Granted July 11.

WEHS (FM) Chicago, Ill.—Granted switch in facilities from ERP of 15.5 kw to 24.5 kw, antenna from 550 feet to 240 feet, subject to power of WHFC being determined by indirect method during installation of FM antenna etc. Granted July 11.

TRANSFER GRANTS

WEEK Peoria, Ill.—Granted involuntary assignment of permit to Robert S. Kerr, D. A. McGee, T. M. Kerr and Callie B. Fentem and the Liberty National Bank & Trust Co., co-executors of estate of T. W. Fentem, deceased, and Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership d/b as West Central Bcstg. Co. Granted July 11.

New Applications . . .

AM APPLICATIONS

Lone Star, Tex—Lone Star Bcstg. Co., 1300 kc, 500 w, day; estimated cost $16,570; first year operating cost $24,000; first year revenue $46,000. Equal partners are Pierce R. Brooks, president and 51% owner of National Bankers Life Insurance Corp., Dallas, Tex., and T. H. Parham, president and half-owner of Lincoln Development Corp. and other real estate firms. Filed July 11.

Hazelhurst, Miss.—Southwestern Bcstg. Co., 1220 kc, 250 w, day; estimated cost $9,694; operating cost $18,000; revenue $24,000. Applicant also owns WAPF McComb, Miss. and WGLC Centreville, Miss. Filed July 12.

Hot Springs, Ark.—National Park Bcstg. Co., 1470 kc, 1 kw, day; estimated cost $14,200; operating cost $17,000; revenue $35,000. Partners are Herman H. Wommack (51%), owner 51% KALT Atlanta, Tex., and Robert S. Bieloh (49%), owner 24% KALT. Filed July 12.

Cheltenham, Pa.—Fred Gollub, 1170 kc, 250 w, day; estimated cost $14,356.92; operating cost $34,520; revenue $37,000. Mr. Gollub is a mechanical engineering draftsmen. Filed July 12.

TV APPLICATIONS

Hibbing, Minn.—Head of the Lakes Bcstg. Co., Ch. 10 (192-198 mc), 28 kw visual, 14 kw aural, antenna 481 feet. Estimated cost $232,345; operating cost $86,500; revenue $52,000. Applicant owns WEBC Duluth, WMFG Hibbing, and WHLB Virginia, Minn. Filed July 11.

Lewiston, Me.—Lewiston-Auburn Bcstg. Corp., Ch. 8 (180-186 mc), 2.7 kw visual, 1.85 kw aural, antenna 259 feet. Estimated cost $120,000; operating cost $80,000; revenue $75,000. Applicant is licensee of WLAM Lewiston. Filed July 11.

TRANSFER REQUESTS

WMIE Miami, Fla.—Transfer of control Sun Coast Bcstg. Corp., licensee, from Arthur B. McBride and Daniel Sherby to E. D. Rivers Sr., owner WGOV Valdosta, Ga., part owner WOBS Jacksonville, Fla. Mr. Rivers buys 1541 shares at $1 per share and purchases $227,500 worth of demand notes from sellers for $218,459 [BROADCASTING • TELECASTING, July 9] Filed July 6.

WORZ-AM-FM Jacksonville, Fla.—Acquisition of control Central Florida Bcstg. Co. by William and Naomi Murrell, present half-owners, through transfer of 6% interest to them from James and Margaret Dandelake, owners of other half, in order to equalize indebtedness. Stock transferred has total book value of about $9,500. Filed July 6.

WTRF-AM-FM Bellaire, Ohio—Involuntary transfer of negative control from Jesse A. Bloch, deceased, to Thomas M. Bloch and Betty Harris Bloch, co-executors of the estate. Mr. Bloch was 50% owner. Filed July 6.

KEVA Shamrock, Tex.—Assignment of license from Albert Cooper and James Daniel Abbott d/b as Shamrock Texas Bcstg. Co. to new partnership including Farrell M. Brooks, chief engineer and commercial manager of station. Mr. Brooks pays $6,000 for his 20% interest. Filed July 6.

KLMO Longmont, Col.—Assignment of license from partnership of K. L. McConchie, Gillis Conoley, Killis Campbell Jr. and Jack Dubberley d/b as Longmont Bcstg. Co. to corporation owned by same individuals, Longmont Bcstg. Co. Filed July 6.

WTTT Coral Gables, Fla.—Involuntary assignment of license from Atlantic Shores Bcstg. Inc. to E. H. Spach, trustee in bankruptcy. Filed July 6.

WSIV Pekin, Ill.—Acquisition of control Pekin Bcstg. Co. by W. Kenneth Patterson and George C. Udry through purchase of 50 shares for $9,500 from Emil L. Prandori. Both are present stockholders and will own 50% each after transfer. The corporation also buys 50 shares from Mr. Prandori for $9500 to be held as treasury stock. Filed July 11.

WSID Essex, Md.—Assignment of license from United Bcstg. Co. Inc. to United Bcstg. Co. of Eastern Maryland Inc., a newly formed subsidiary corporation. Sum of $2,500 initial working capital is advanced. Filed July 11.

WARK Hagerstown, Md. — Assignment of license from United Bcstg. Co. to United Bcstg. Co. of Western Maryland Inc., a new subsidiary corporation. Sum of $2500 initial working capital is advanced. Filed July 11.

WSHB Stillwater, Minn.—Assignment of license from old partnership of William F. Johns Sr., W. F. Johns Jr. and Penrose H. Johns d/b as St. Croix Bcstg. Co. to new partnership without W. F. Johns Sr. Mr. Johns pays $18,000 for his father's interest. Accompanying this application is another request ing assignment of license from new partnership to a corporation, St. Croix Bcstg. Co., which will be owned 50% by W. F. Johns Jr. Filed July 11.

WAKE Greenville, S. C.—Transfer of control Piedmont Bcstg. Co. Inc., licensee, through sale of ½ interest to two present equal owners, Vardry A. Ramseur and John A. Ramseur, to Wilkins Norwood for $75,000. Mr. Norwood is V. Ramseur's son-in-law and Ramseur's brother-in-law. Filed July 11.

WCOR Lebanon, Tenn.—Transfer of control Lebanon Bcstg. Co. Inc., licensee, to Theodore F. Ezell Jr. and Michael Freeland through sale of 55½% interest by Warren Gilpin and R. Wood Jr. for $15,775. Mr. Ezell (44½%) is former business manager of KTOK Oklahoma City and has done auditing work for WCOR and other stations. Mr. Freeland (11%) is commercial manager of WEKR Fayetteville, Tenn. Filed July 11.

KBUH Brigham City, Utah—Assignment of license from Samuel L. Stephens Sr. to Revella M. Bone for $22,000. She is owner Bone Electric Tremonton, Utah. Filed July 11.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 19, FM 47, TV 0. New deletions, effective dates and reasons follow:

W G B G - F M Greensboro, N. C. Greensboro Bcstg. Co. Inc., license July 3. Economic.

HOWARD E. STARK

BROKERS AND FINANCIAL CONSULTANTS

to

Radio and Television Stations

announces the removal of offices

to

50 EAST 58 STREET

New York 22, N. Y. Telephone: ELdorado 4-0405

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

CBS Realigns

(Continued from page 23)

the auditing and tax department, general engineering, the Washington office, personnel department, building operations, general purchasing, and reference department.

In a statement announcing the changes, President Stanton said:

"With the recent acquisition, through Hytron Radio & Electronics Corp., of the businesses of tube manufacturing and radio and television receiving set manufacturing, which are now added to the record manufacturing operations of Columbia Records Inc., it has become desirable to segregate the broadcasting operations of the CBS into two divisions. The company's operations in the field of radio broadcasting, on the one hand, and television broadcasting, on the other, will in the future be handled exclusively by distinct organizations operating in these respective fields."

Result of Study

The reorganization plan has been under study for several weeks [BROADCASTING • TELECASTING, June 25, 18]. Three weeks ago President Stanton circulated a memorandum throughout the CBS organization asserting that plans were being considered, but that, at that point, it appeared "substantial further study" would be required. Conferences on the subject have been frequent since that time.

Background data on the six division chiefs:

Howard S. Meighan joined CBS in 1934 as account executive in Radio Sales. In 1945 he was made director of station administration and the next year became vice president in charge of station administration and subsequently vice president in charge of Columbia-owned stations. In 1948 he was named vice president and general executive and in 1949 he moved to Hollywood as the chief CBS executive on the Pacific Coast.

J. L. Van Volkenburg, vice president in charge of network sales since January 1950, started his CBS career in 1932 and the next year became general manager of CBS-owned KMOX St. Louis. Three years later he was transferred to Chicago as assistant to the CBS midwestern vice president, H. Leslie Atlass, remaining there until 1945, when he was appointed general sales manager of Radio Sales, with headquarters in New York. Appointed director of station administration in January 1948, later in that year he was named vice president and director of TV operations.

Adrian Murphy joined CBS in 1936 and three years later was put in charge of the network's TV activities. In 1942 he left the network for service in the signal corps. Later he became Lieutenant Colonel at SHAEF and assistant chief of ICD, under Brig. Gen. Robert A. McClure. Returning to CBS he became vice president and general executive in 1946.

David H. Cogan, president of CBS-Columbia Inc., joined Hytron Radio & Electronics Corp. as sales engineer in 1931. Rising to sales manager and then to vice president and director of Hytron, he became president of Air King Products in 1946, when that company was acquired by Hytron. At the same time he was made president of Royal Woods Products, manufacturer of cabinets. In June 1951, when Hytron became a division of CBS, Mr. Cogan was made a CBS vice president and president of CBS-Columbia Inc., new name for Air King, set-manufacturing subsidiary.

James Conkling had been vice president of Capital Records for seven years before his appointment as president of Columbia Records Inc. on Feb. 1, 1951. Before wartime service with the Navy, he had been with duPont Industries.

Bruce A. Coffin, who founded Hytron Corp. in 1921, is president, general manager and director of Hytron. Since the merger with CBS in June, he is also a vice president of CBS and executive vice president of CBS-Columbia Inc.

CHAS. MICHELSON HIT!

"Lou Holtz Laff Club"

5 MIN. SHOWS TRANSCRIBED

For particulars

Charles Michelson inc.

15 WEST 47th ST. NEW YORK 19

Signal Control

(Continued from page 29)

this authority on the basis of his national emergency proclamation of last year. The order now pends in the Budget Bureau.

Another recommendation by the Air Force, not previously reported, was one calling for five years imprisonment and a $10,000 fine, or both, for individuals, and a $50,000 levy for corporations. This would have been outlined in the addition of Sec. 606 (h) to the Communications Act. The committee rejected this, however. Sen. Johnson had stated earlier that this would have been too stringent and felt that penalty provisions should take into account the question of loyalty of those subject to the Communications Act.

Favoring amendment of the Communications Act, FCC backed up RTMA's point relating to incidental radiations less than five miles. The Commission emphasized, however, while certain devices are capable of radiating only sporadically and intermittently and are thus not effective as navigational aids, they "may cause substantial interference to other established communications facilities." The Commission added:

FCC also asked that Sec. 606 be spelled out to bring other electronic devices under the criminal provisions of the Communications Act. None of Sec. 606's subsections contain any "criminal sanction or penalty, nor is there any one criminal provision expressly applicable to Sec. 606 as a whole, FCC noted, adding that "it is therefore necessary to look to the general criminal provisions of the Communications Act which are found in Secs. 501 and 502."

Miller Urges

NARTB Board Chairman Justin Miller said that with "slight modifications," the committee staff proposal would serve the purposes set forth. He urged (1) clarification of the President's authority to control communications, specifically one calling for proclamation of any "threat to neutrality"; (2) an additional section providing for compensation to owners whose equipment is not only "controlled or used" but also "closed"; (3) a clearer definition of the word "radio" as used in Sec. 301 of the Communications Act.

NARTB apparently agreed to abandon these points while supporting the five-mile radius for devices. Details of the new substitute and agency comments were sketched to NARTB Government Relations Director Ralph Hardy in an informal meetjng July 6. It was stressed that the committee hopes to push the bill through with as little change as possible to embrace non-broadcast operations.

RTMA had suggested that incidental radiators be eliminated from consideration save where they are intended for navigational use and that if included within the framework of Sec. 606 (c), they be limited to those capable of radiating beyond five miles.

Johnson Says No

QUESTION whether Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, would be offered the major league baseball commissioner's post came up again on Capitol Hill last week. Sen. Johnson was quoted as being "positive" he would not be offered the post. The Senator is president of the Western Baseball League.

AFRA WINS RAISE

For L. A. Staff Announcers

AFRA settlement for cost-of-living increases ranging from three to seven dollars weekly was won by staff announcers at nine Los Angeles area independent stations in negotiations concluded late Thursday between AFRA and a three-man committee representing 10 stations.

Negotiations opened May 1 in accordance with a contract concluded with the stations Sept. 16, 1950, providing for re-opening after six months if cost-of-living rose 10 points or more.

Salaries of announcers at KRKD and KFVD Los Angeles and KGER Long Beach go to $82 from $75 weekly; KWKW and KALI Pasadena, to $76.37 from $70 effective June 1; KFOX Long Beach, to $79.20 from $72; KGFJ, to $76.37 from $70, effective July 1; KMPC, to $99 from $95 (gained in September); KFWB, to $96.25 from $93.50 (increased from $87.50 in Sept.).

KLAC announcers, who went to $90 from $78.75 in September, received no further increases. All raises except those for KGJF, KWKW and KALI announcers are retroactive to May 1.

BASEBALL PROBE

Club Owners Map Plans

BASEBALL has begun legal groundwork, including the question of broadcasts of games, in preparation for House Monopoly Subcommittee hearings due to begin the end of this month on baseball's reserve clause and also its position on broadcasts.

The Dept. of Justice has taken the position that baseball should liberalize restrictions which have existed on live broadcasts. This has been open to argument by minor league spokesmen, who contend that as a result their territory has been saturated by radio with a loss in attendance.

Paul Porter, Washington attorney and former chairman of the FCC, has talked to baseball officials outlining problems.

RADIO OUTSELLS NEWSPAPERS 60%

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

...at deadline

TV ALLOCATIONS

(Continued from page 4)

be saved on hearing by paper plan.

Order continued:

The Commission is cognizant of the compelling need of concluding the instant proceedings at the earliest possible date consistent with due consideration of the important basic issues involved.

It is keenly aware of the considerations referred to in the petitions . . . and of the fact that the interest of the people of the United States requires that television become available on a nationwide scale at the earliest practicable moment and on a basis that will make for a fair, efficient, and equitable distribution of television service.

It has, therefore, had under consideration possible methods for expediting progress of the instant proceedings in order to accomplish this objective.

As a result of this consideration and review of petitions, FCC said it proposed shortcut plan to eliminate July 23 oral hearing and instead allow paper presentations by all who previously filed comments on Appendices C and D (allocation tables for specific cities and U. S. borders) of revised allocation proposal announced in late March [BROADCASTING • TELECASTING, March 26, et seg.].

FCC proposal also would provide for written replies to further direct presentations in lieu of oral cross examination and rebuttal, although Commission would, upon its own motion or that of any proper party, order oral cross examination if it appeared "relevent factual issues cannot otherwise be satisfactorily resolved."

July 20 conference will commence 10 a.m. in Conference Room B, adjacent to Interdepartmental Auditorium, Washington.

"Following conference the Commission will announce whether the procedure proposed herein is adopted as final. In reaching this decision it will take into full account the views expressed at the pre-hearing conference," notice stated.

In its memorandum opinion on legality issue, FCC majority said:

After giving careful consideration to this matter, the Commission is of the opinion that the provisions of the Communications Act of 1934, as amended, confer upon the Commission legal authority to proceed as proposed. Objections to the Commission's authority to proceed as proposed have been made primarily on the grounds that the rule making procedure would deprive applicants for television licenses of the right to a hearing afforded by Sec. 309(a) of the Communications Act; that the Commission's proposals would violate Sec. 307(b) of the Communications Act; that the proposals would obstruct proper judicial review; and, with respect to the reservation of channels for noncommercial educational television stations, that the Commission's proposal is inconsistent with the provisions of Sec. 307(c) of the . . . Act. The Commission has considered each of these contentions, as well as the further contentions not here specifically discussed or mentioned, and finds them without merit.

On matter of judicial review, opinion noted "adoption of the proposed rule will in no way impede or obstruct the proper review of the Commission action provided by the Congress."

Comr. Jones in his dissent concluded:

In my opinion the Act requires a reasonable interplay between rule making and *ad hoc* proceedings in accordance with Secs. 307(b) and 309(a). The Commission's assignment table fails to make this necessary adjustment in relation to the problem before it of dealing with a dynamic, changing art. For this reason I think it is invalid. If the opinion of the Commission indicates that it is not tied to this particular proposal, then certainly the considerations pointed out in this dissent ought to guide it in the formulation of another plan.

CBS EXECUTIVES VIEW RCA COLOR SHOWING

WILLIAM S. PALEY, CBS board chairman, and Frank Stanton, president, headed delegation of that network's executives who witnessed Friday morning demonstration of color TV via RCA system at invitation of RCA.

Group also included Joseph H. Ream, executive vice president; Adrian Murphy, Peter Goldmark and William B. Lodge; Bruce and Lloyd Coffin, president and board chairman of Hytron Radio & Electronics Corp.; David Cogan, president, CBS-Columbia; Leopold Kay, vice president, CBS-Columbia; Samuel Rosenman and Richard Salant, of Rosenman, Goldmark, Colin & Kaye, CBS counsel; John Christensen, CBS color engineer.

As of Friday morning, RCA had received 7,847 letters and postcards from TV viewers in New York area who had watched RCA's colorcasts in monochrome (early story page 53). Most of communications commented favorably on quality of monochrome images, RCA reported. Many phone calls as well as letters were received, inspired by company's large space newspaper ads inviting public to cooperate in color tests by watching telecasts and reporting on their reception.

ASCAP-TV NEGOTIATIONS NEAR BREAKDOWN

NEGOTIATIONS between TV broadcasters and ASCAP over terms for use of society's music on video programs were in anything-can-happen state Friday evening.

That morning, announcement that negotiations had been concluded and that petition was being prepared to Federal District Court in New York, asking it to set terms for video use of music, was drafted and ready for release.

But before it was given out, counsel for TV station operators and ASCAP decided to make another attempt to work out deal before going to court, so at week's end there was still some hope, however slight, that litigation may yet be avoided.

NASHVILLE AM PROPOSAL

NEW AM grant on 1470 kc with 1 kw day for Nashville proposed in initial decision Friday by FCC Hearing Examiner Fanney Litvin. Decision favored grant of Nashville Broadcasting Inc.'s application over that of Southern Broadcasting Co., stating grant of latter would not effect further diversification of radio interests as Southern President G. Paul Crowder is owner of 45.5% of WCOR Lebanon, Tenn., and his father and brother-in-law own WKSR Pulaski, Tenn., and WEKR Fayetteville, Tenn.

WLAV-TV TRANSFER FILED

TRANSFER application for $1,400,000-sale of WLAV-TV Grand Rapids, Mich., by Leonard Versluis to Harry M. Bitner Sr. and associates filed with FCC Friday [BROADCASTING • TELECASTING, July 9, May 14]. Bitner group operates WOOD Grand Rapids, WFDF Flint and WFBM-AM-TV Indianapolis.

Closed Circuit

(Continued from page 4)

venient blank in letter asks contributions fro $20 to $1,000.

TONI Co., Chicago, for new product, Whi Rain, will sponsor *Casey, Crime Photograph* on CBS-TV in fall, sharing alternate wee with Carter Products, for Arid. Carter h sponsored show since last April. Tathan Laird, Chicago, is Toni agency.

NEGOTIATIONS understood near compl tion for sale of WARL Arlington, Va. (Was ington, D. C., suburban daytimer), by C Owners Frank Fletcher and R. Kilbourn Castell to Lou Poller, licensee of WPW Chester, Pa. Price reported about $120,000.

KAISER-FRAZIER autos, through Willia H. Weintraub, New York, preparing addition spot radio schedule in about 50 markets start as soon as possible for three months.

POLITICAL CONVENTIONS INTEREST TV SPONSORS

HENRY R. LUCE, editor-in-chief of *Tim Life* and *Fortune*, is negotiating to spons network telecasts of Republican and Democrat national conventions exclusively from Chicag next year, according to local Chicago Republ can and Democratic committeemen. Confe ence has been scheduled by them for July with Mr. Luce.

Pabst beer is also reported to be interest in buying rights.

National headquarters of both parties i dicated they had received many inquiries abo possible TV sponsorship, with all major ne works to be tied into coverage. Present co versations merely on exploratory basis, wit no definite offers received, it was stated. Parti have not adopted TV policy for convention Coverage presents new problems since 19 telecasts were not directly sponsored.

NEW HOOPER PROJECT

C. E. HOOPER, at subscriber conference to held Thursday at New York's Hotel Biltmor will offer new TV-Home Hooperating Servi for 48 markets, beginning in October, if present agency and advertiser subscribers Hooperatings will agree to "modest" increa in subscription fees and nine more such su scribers can be secured by October. If anoth nine come in by February, new service will stepped up at that time to cover 57 markets.

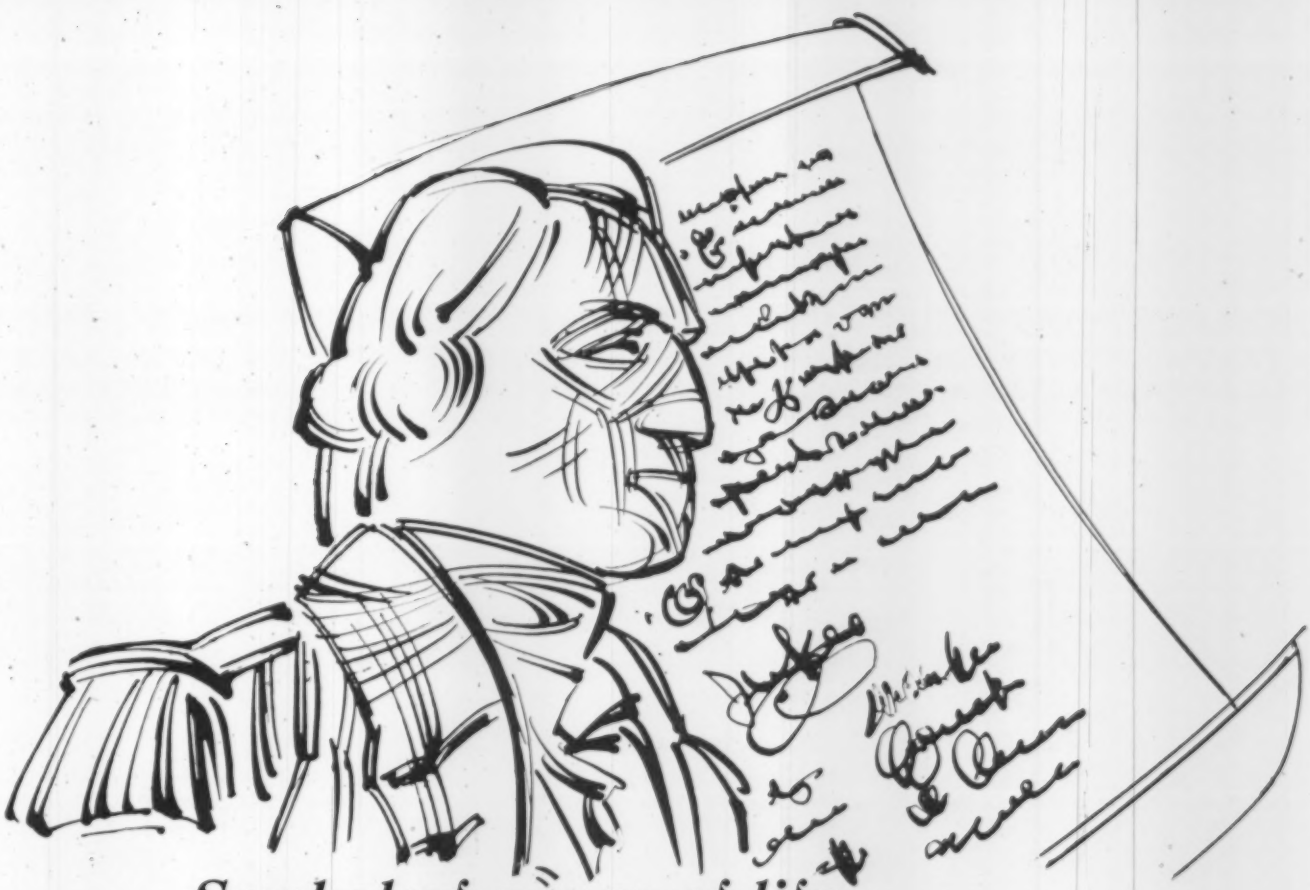
NBC PROMOTES WILLIAMS

ELECTION of William A. Williams as a sistant treasurer of NBC announced Friday financial vice president, Joseph V. Heffern Mr. Williams has been assistant to NBC trea urer seven years and previously was secreta and treasurer of Dorland International, expo advertising agency.

UP TV NEWS PROJECT

UNITED PRESS and 20th Century-Fox ha completed negotiations to establish news fil service to TV stations, on similar basis to UP newspaper operations, it was learned Friday UP official claimed, "We'll have the best T news service in the industry."

KMBY Monterey, Calif., 250 w on 1240 kc, become CBS affiliate July 22, CBS announced Friday. Station, owned by Monterey Radi Broadcasting Co. with S. M. Aston as genera manager, will be CBS's 198th affiliate.



Symbol of a way of life

Houdon's Statue of Washington,
in the Capitol Rotunda, Richmond

In the rotunda of the Capitol Building in Richmond
is Houdon's statue of General George Washington,
labelled by historians the most important in the world.
Symbol of courage, faith, devotion to the cause of freedom,
this memorial (the only one for which Washington posed)
is a fit present-day reminder
that man's pursuit of freedom is eternal.
Among the most powerful weapons of the American way of life
is freedom of expression—
well served by countless radio and television stations. Among these
The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV,
are privileged to be numbered.

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Stations are the *only*
complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company